JULY 11, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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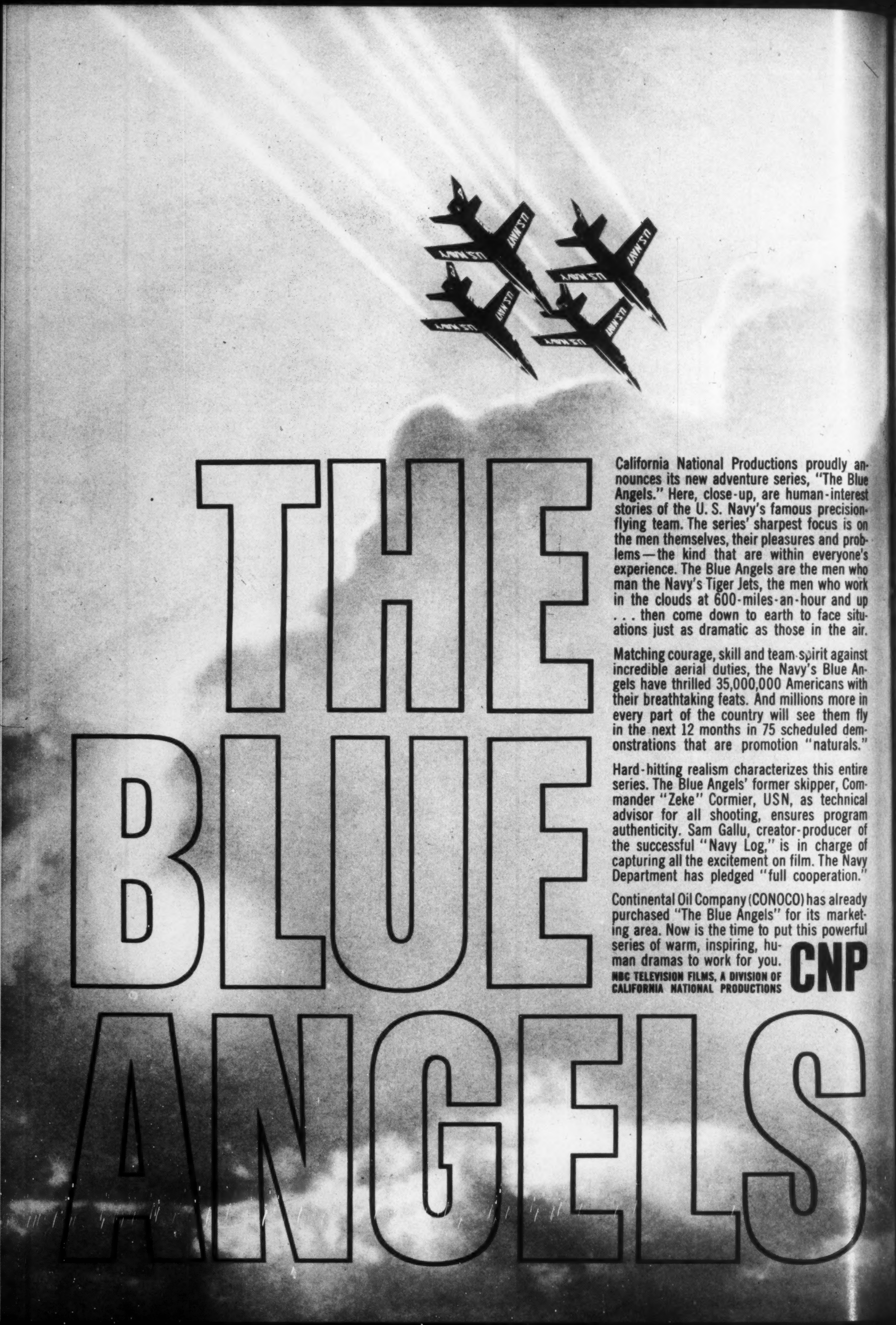
This is the spot for a commercial

On the water or on the shore, it's smooth sailing for your sales-message when you use Spot Radio. Multiply this listening habit by millions of vacationers, and you'll know why Spot Radio pays off BIG for national advertisers on these important stations.

KOB	Albuquerque	KFAB	Omaha
WSB	Atlanta	WIP	Philadelphia
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WJAR	Providence
WFAA	Dallas—Ft. Worth	WRNL	Richmond
WKMH	Detroit	KCRA	Sacramento
KPRC	Houston	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KOBY	San Francisco
WISN	Milwaukee	KMA	Shenandoah
KSTP	Minneapolis—St. Paul	KREM	Spokane
WTAR	Norfolk	WGTO	Tampa—Orlando
		KVOO	Tulsa

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS



THE BLUE ANGELS

California National Productions proudly announces its new adventure series, "The Blue Angels." Here, close-up, are human-interest stories of the U. S. Navy's famous precision-flying team. The series' sharpest focus is on the men themselves, their pleasures and problems—the kind that are within everyone's experience. The Blue Angels are the men who man the Navy's Tiger Jets, the men who work in the clouds at 600-miles-an-hour and up . . . then come down to earth to face situations just as dramatic as those in the air.

Matching courage, skill and team-spirit against incredible aerial duties, the Navy's Blue Angels have thrilled 35,000,000 Americans with their breathtaking feats. And millions more in every part of the country will see them fly in the next 12 months in 75 scheduled demonstrations that are promotion "naturals."

Hard-hitting realism characterizes this entire series. The Blue Angels' former skipper, Commander "Zeke" Cormier, USN, as technical advisor for all shooting, ensures program authenticity. Sam Gallu, creator-producer of the successful "Navy Log," is in charge of capturing all the excitement on film. The Navy Department has pledged "full cooperation."

Continental Oil Company (CONOCO) has already purchased "The Blue Angels" for its marketing area. Now is the time to put this powerful series of warm, inspiring, human dramas to work for you.

CNP

NBC TELEVISION FILMS, A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS

LEADERSHIP

IN

BALTIMORE RADIO

WCBM	— LEADS IN AVERAGE SHARE OF AUDIENCE! HOOPER INDEX, APRIL-MAY 1960
WCBM	— LEADS IN NET UNDUPLICATED HOMES! 6:00 A.M.—6:00 P.M. CUMULATIVE PULSE, FEB. 1960
WCBM	— HIGHEST METRO AVERAGE RATING! 6:00 A.M.—6:00 P.M. NSI, APRIL-MAY 1960
WCBM	— DELIVERS THE LARGEST ADULT AUDIENCE! NIELSEN ADULT LISTENERSHIP SURVEYS

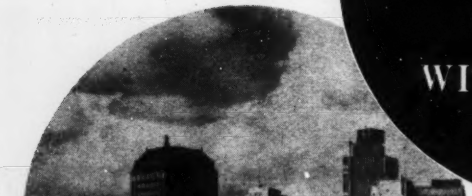
HERE, in this huge Metropolitan Market of over 1,700,000 people, WCBM delivers the quality audience . . . and the quantity audience! "Balanced Programming" makes the difference . . . the reason why Baltimoreans, in large numbers, consistently turn to WCBM for Top Talent Radio!

WCBM

A CBS Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

REACH
THE BOOMING
DALLAS - FT. WORTH
MARKET
WITH CHANNEL
4



KRLD-TV serves 2,647,894 people* in 53 Texas counties plus a bonus of 5 southern Oklahoma counties. Channel 4 serves this growing 58 county area through 712,865 TV Homes.†

You *SELL* more when you *REACH* more with Channel *FOUR*.

*Preliminary figures, U.S. Census Bureau
†Composite Nielson and ARB TV Ownership Estimates, NCS#3 coverage pattern.

KRLD-TV

represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Republican ad strategy ■ Republican party will use special house agency this year to plan and place its campaign advertising. Agency will be called Campaign Assoc. and will be headed by Carroll P. Newton, BBDO vice president. For past several presidential campaigns BBDO has been GOP agency. Among reasons for change to special agency set up for single purpose: it'll cut campaign costs; experts from several different agencies can be drafted for short-term service on behalf of GOP.

Campaign Assoc. will be self-liquidating. It will collect 15% on business it places, will return to party any money it has left after its dissolution next January. Agencymen loaned to GOP agency will continue to be paid by their agencies (thus retaining all benefits and seniority in their own shops), and their agencies will bill Campaign Assoc. for their time. Some of campaign experts now on staff of Vice President Nixon will be consultants to Campaign Assoc., though remaining on Nixon staff. Among them will be Ted Rogers, Hollywood producer, who's Mr. Nixon's broadcast advisor.

Revlon build-up ■ With switch of Ted Bergmann from presidency of Parkson Adv. (agency for J.B. Williams) to vice president in charge of advertising of Revlon, step-up in Revlon's broadcast budgets is believed in offing. Revlon in 1959 spent $4.2 million in network tv and $3.2 million in spot—better than 65% of its total ad budget.

Mr. Bergmann, who formerly was vice president for tv-radio at McCann-Erickson, had been in active negotiation with one of tv networks for executive vice presidency. Intra-mural personnel complications, however, persuaded Mr. Bergmann to complete transaction with Revlon where he will report directly to Charles Revson, president.

Study period ■ Although FCC this week is expected to give preliminary consideration to thick staff report on programming practices prepared by Network Study Staff (Closed Circuit, July 4) there's no likelihood of immediate action. Chances are that provocative report, labelled another "'Blue Book," will go over until after August recess, which would mean post-Labor Day consideration at earliest. Report is another effort of FCC staff to assert supervisory controls over programming short of censorship.

Reducing program ■ NBC-TV is now in process of cost reduction-profit expansion readjustment occasioned by re-evaluation of fall programming schedules. Personnel reduction is being effected primarily in technical studio staff because of increased film programming by outside producers and decrease of live production. Streamlining to eliminate "luxuries" accumulated during past year also is being effected in other departments.

Ad-news mixture ■ One condition of Mutual of Omaha's buy of ABC-TV convention coverage (see page 40) was network's agreement to use Bob Considine, who will deliver insurance company's commercials, as commentator helping with news coverage. NBC-TV which was after Mutual of Omaha business, lost out at least partly because it refused to accept outside man as member of news team.

Reinsch for Butler? ■ There's outside chance J. Leonard Reinsch, executive director of Cox broadcast stations, may succeed Paul Butler as chairman of Democratic National Committee. Mr. Reinsch, who's executive director of party's national convention this week, is being supported for party chairmanship by several leading Democrats. Sen. B. Everett Jordan (D-N.C.) has sent letter to national committee members urging them to back Mr. Reinsch. It's customary for party's presidential nominee to pick chairman. Sen. Jordan pointed out that Mr. Reinsch is "persona grata" to all leading candidates for nomination. Would Mr. Reinsch take job? He says he's been too busy with convention to think about it.

Penalty settlement? ■ There's talk of compromise with Rep. Oren Harris over some of his amendments to omnibus broadcasting bill (S 1898) passed by House and now scheduled for Senate hearing. Deal would be elimination of present proposal to give FCC authority to suspend station licenses for as long as 10 days as penalty for infractions of law or regulations—and retention of provisions for fines up to $1,000 per day.

Broadcasters have opposed both suspension and fines, though they have not objected to other Harris amendments clarifying sponsor identification rules and outlawing quiz-rigging and payola. Sen. John Pastore's Senate Communication Subcommittee has scheduled hearings Aug. 10.

Vacation schedule ■ FCC is sticking to its plans for August recess despite return of Congress Aug. 8 (Senate) and Aug. 15 (House). But it's expected that FCC Chairman Frederick W. Ford will be on hand Aug. 10 to testify, if called upon, before Senate Communications Subcommittee on Harris amendments (see above). FCC supported punitive provisions in House testimony.

Boomerang ■ FCC members weren't happy last Friday with publicity they got from Lar Daly's appearance on *Jack Paar Show* night before (story page 45). Mr. Daly, tireless seeker of equal time for political broadcasts, was put on NBC-TV network show at FCC order, and while on air, profusely thanked FCC for its gift of network exposure. One commissioner said Friday his decision would have been different "if I had known what I know now." Another said, on reflection, he wished FCC had voted by common sense instead of by law. Third thought Daly appearance might have served good purpose in exposing him to public. Fourth called it "a travesty." FCC had voted 5-1 (Chairman Ford dissenting) to put Mr. Daly on air.

Disappearing soaps ■ There are signs —again—that one of network radio's oldest and once biggest attractions, the daytime serial, may be approaching oblivion. CBS Radio, only network that still shelters this vanishing breed, has been having trouble selling them lately, but officials say this doesn't mean they'll be dropped. They point out that serial sales run hot and cold, hope they'll soon get hot again. Sales or no, their audiences remain relatively high —fact which up to now has been answer enough for affiliates who regularly suggest they be dropped. But unless sales pick up, question is sure to get serious review this year.

Counter-attack ■ Because of success of its New York clinic on radio programming, promotion and public relations June 7-8, Quality Radio Group has now officially decided to hold second clinic at Waldorf in New York, Oct. 11-12. Through these clinics, asserts Ward L. Quaal, vice president-general manager of WGN Inc. and president of Quality, group made up of large-coverage radio stations, hopes to "bring an upgrading and improvement in radio's image as an industry." In so doing they hope to counter "the experts of expediency, the Johnny-Come-Latelys and the quick capital gains boys," he said.

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KRON is TV in SF

KRON TV
BUEL

San Franciscans are sold on KRON-TV

**KRON/TV: ONLY S. F.
STATION WITH BIGGER
AVERAGE AUDIENCE,
APR. VS. MAR., 1960, ARB**

• S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

WEEK IN BRIEF

MR. FISH

AFA's role: protecting ad freedoms ■ An answer to some of the confusion and controversy about whether the Advertising Federation of America should move its headquarters office from New York to Washington is offered in this week's MONDAY MEMO by AFA Board Chairman James S. Fish, vice president and advertising director of General Mills Inc. He points out that the Washington office is not a lobby, but rather an alert and educational facility. He says AFA's role of protecting advertising freedoms starts at the grass roots. AFA's progress should be judged by its program, not by the location of its headquarters, Mr. Fish states. Page **24.**

Sponsors to lose protection? ■ Guaranteed separation of advertisers from their competitors may be forced to yield to the hard realities of television growth, product diversification and splintering of sales formats. Some experts think it will disappear in two years. Page **27.**

Talent talent ■ Tv commercials have turned agencies into mass auditioners, making ad VIPs of casting directors. BROADCASTING profiles important half-dozen. Page **32.**

All's ready in L.A. ■ Broadcasters and networks set for biggest and best political convention coverage yet as Democrats convene. Page **40.**

Sometime shows ■ Tv special season will be cut down by about half in fall, with some experimentation in 30-minute format, mostly familiar sponsor faces and greater status for public-interest specials. Page **54.**

More woes for quiz winners? ■ Another New York grand jury is impaneled to listen to evidence and determine whether criminal charges should be lodged against witnesses reported to have testified falsely in previous investigations of tv shows. Page **68.**

Communication by light rays ■ Interference-free communication by light waves for space age is produced by new "laser" device out of Hughes Aircraft research lab. Development could eventually free more frequencies for non-military spectrum users. Page **79.**

How much business should you do? ■ Station broker Paul H. Chapman has a formula to arrive at the answer. Page **82.**

British commercial tv gain ■ Figures show sales are up 39%. Page **91.**

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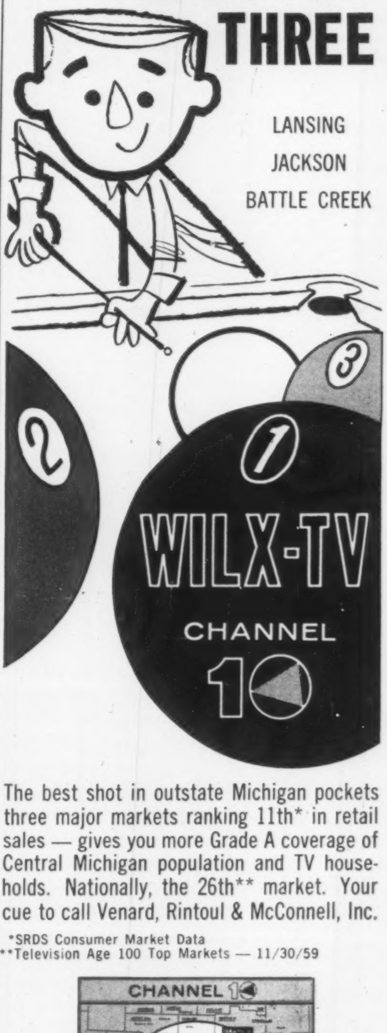
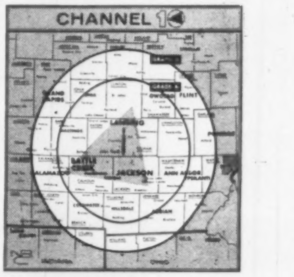
ONE
SHOT
TAKES ALL
THREE



The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales — gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc.

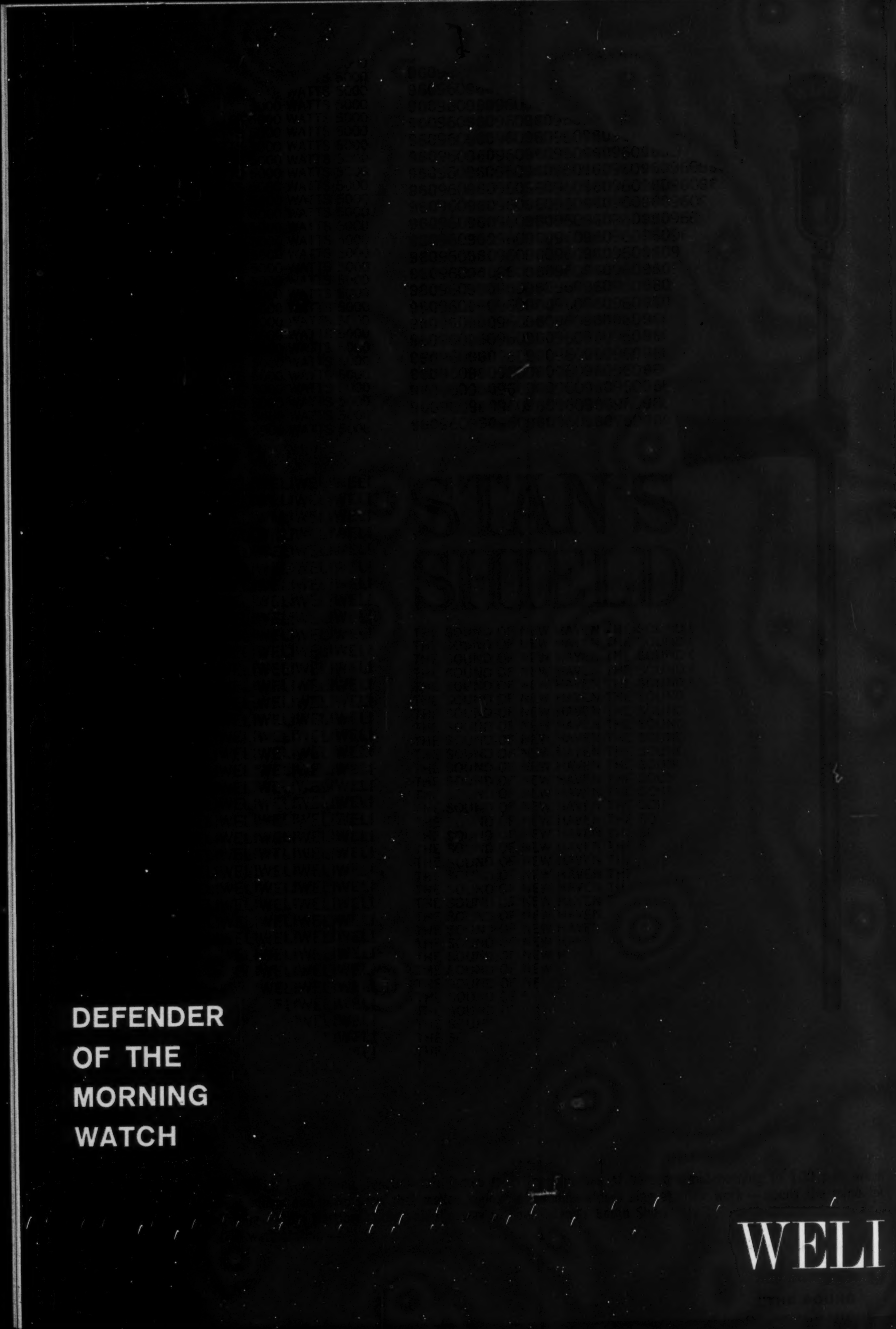
*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV
CHANNEL 10
LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S
GOLDEN TRIANGLE

Associated with / WILS-Lansing, WPON-Pontiac


STAN'S
SHIELD
DEFENDER
OF THE
MORNING
WATCH
WELI

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

FRESNO MADE ALL-UHF MARKET

Ch. 12 deleted by FCC; KFRE-TV to ch. 30

Rulemaking finalized by FCC last Friday deletes ch. 12 from Fresno, Calif., thereby making that city all uhf market. At same time, commission shifted ch. 30 from Madera, Calif., to Fresno and assigned that facility to KFRE-TV, currently licensed on ch. 12.

Final disposition of ch. 12, FCC stated, will be considered in pending rulemaking to make Bakersfield, Calif., all uhf by deleting ch. 10. Comments were invited on assigning two vhf channels to Santa Maria, Lompoc-Santa Maria, San Luis Obispo or Santa Barbara, all California. Comments in Bakersfield rulemaking are due Aug. 8.

Fresno now is assigned chs. 24 (KMJ-TV), 30, 47 (KJEO [TV]), 53 and educational 18. KFRE-TV consented to change in its authorization from ch. 12 to 30 and was permitted to continue operating on vhf facility until April 15, 1961.

At same time commission renewed license of KFRE-TV, owned by Triangle Publications Inc., but noted renewal was taken without prejudice to final action in FCC's payola investigation involving Triangle stations.

Commissioner John S. Cross dissented to removal of ch. 12 from Fresno because it would deprive persons living in isolated foothills and mountainous areas of their only dependable tv service, now provided only by KFRE-TV. Commission majority, however, ruled these people could be served satisfactorily through increased powers of uhf stations and/or boosters and translators.

Late move to stop Fresno deintermixture was made last week by Paul R. Bartlett, former majority owner of KFRE-TV, who urged Fresno City Council to intervene with FCC. Mr. Bartlett maintained ch. 12 shift would cost public to convert; would cause loss of service and claimed Triangle, which now owns five vhf stations (maximum under FCC rules), was going along with move so it could buy another vhf.

In Friday counter, Roger W. Clipp, vice president in charge of Triangle stations, said Mr. Bartlett's arguments "indicate that he has little knowledge of the technical and practical considerations leading to the conversion of Fresno to an all-uhf market or he is motivated by purposes which have not been made clear to the council." He said uhf would give service equivalent to vhf and that 95% of sets have been converted.

Mr. Bartlett and associates sold KFRE-TV to Triangle for $3 million cash Dec. 30, 1959.

Two held for bribery on 'Treasure Hunt'

Extensive kickbacks on defunct NBC-TV *Treasure Hunt* program were revealed last Friday when two warmup men on program were arrested in New York on conspiracy and bribery charges. Police are seeking third man, not identified, who is reported out of state.

Arrests followed investigation of winners on program by New York district attorney Frank S. Hogan, who said more than 125 of 150 participants on program had been quizzed. He said 30 confessed they had split their winnings with warmup men Bernard P. Martin, Artie Roberts and unidentified man. Police said trio arranged to place their friends on program in return for share of winnings. Program, featuring Jan Murray, was on air for two years until it was cancelled last December when NBC-TV itself announced it had evidence there had been kickbacks to individuals associated with program.

Mr. Hogan emphasized that both NBC and Mr. Murray had cooperated in investigation and network had supplied tips to district attorney's office. Mr. Roberts, Mr. Martin and unidentified man were accused of criminal information on one count of conspiracy and 10 counts of commercial bribery. If convicted, each face maximum penalty of one year in prison and $500 fine on each count.

Lar Daly claims Paar exposure inadequate

Lar Daly feels that he did not get all time that was coming to him in his Thursday (July 7) appearance on NBC's *Jack Paar Show* (see story, page 45). In Friday telegram to FCC, Mr. Daly complained that Sen. John F. Kennedy (D-Mass.) appeared on Paar show for 47 minutes while he (Daly) received only 25 minutes.

Mr. Daly asked same day (Friday) ruling that NBC be required to put him back on air for additional 22 minutes. "I'll do it any place they say—their studios in Chicago or Los Angeles," Mr. Daly said. FCC wired Mr. Daly that time would not permit decision last Friday on his demand.

Pre '48 films bring 43% of MGM's profit

Rentals of Metro-Goldwyn-Mayer's pre-1948 features and shorts to tv accounted for 43% of consolidated profit of $7,317,000 earned by company in first 40 weeks of 1960, Joseph Vogel, president, reported last Friday. Motion picture revenues brought in 40% and remainder came from other activities, such as recording company, music publishing organizations and overseas exhibition company.

Mr. Vogel noted that rentals of MGM's pre-48 features and shorts to tv have earned $34 million for company to date and contracts outstanding will bring in another $24 million. Mr. Vogel said MGM has about 250 post-48 features but added company is in "no hurry" to sell them to tv.

He reported that MGM is in "close touch" with "a certain development" in pay tv field, but declined to elaborate. He said that MGM intends to become active in this area if such activity "can be shaped up significantly and profitably."

Company's net profit of $7,317,000 for first 40 weeks of 1960 was said to be increase of almost 19% over figure for comparable period in 1959. New profit amounts to $2.92 per share, said to be 12-year high.

Vick buying radio-tv for CARE crusade

Spot and network tv will take a healthy dosage of Vick Chemical Co.'s $657,000 media budget to promote the "$1 million Vicks CARE Crusade," starting Oct. 10. Public service venture, which was announced in New York last Friday, represents departure from Vick's normal "hard sell" effort. Agency is Morse International Inc, New York.

Americans in all 50 states and District of Columbia will be asked to complete, in 25 words or less—"Americans should CARE about their neighbors abroad because . . ." and send minimum of 50 cents to CARE. No Vicks product need be purchased. Total of 51 winners and their wives or husbands will be sent on two-week trip to Europe.

Vick's campaign includes participa-

AT DEADLINE CONTINUED

tions in 10 CBS-TV shows and 10-second hitchhikes on every Vick's product spot commercial for three-week period, from 19 spots per week in minor markets to 35 weekly in key markets. Network shows to be used: *I Love Lucy, As the World Turns, Edge of Night, Far Horizons, Verdict Is Yours, Millionaire, December Bride, Video Village, Brighter Day* and *Aquanauts*.

KTVE El Dorado sale to Simon approved

FCC on July 8 announced sale approval of KTVE (TV) El Dorado, Ark. (Monroe, La.) to William H. Simon, widower of former FCC Commissioner Frieda B. Hennock. Mr. Simon purchased ch. 10 facility for $1.1 million from Dr. Joe F. Rushton, W.C. Blewster and William Bigley.

Other commission approvals:

KDEO El Cajon, Calif.; sold by Robert Sharon and Kenneth Greenwood to Howard Tullis and John Hearne for $475,000. Buyers own KFXM San Bernardino and KAFY Bakersfield, both California. Mr. Tullis is owner of KVEN Ventura, Calif., and KUAN Guam.

WVMI Biloxi, Miss.: Sold by Odes E. Robinson to M.F. Kahlmus, H.E. Sanders, Frank E. Holladay and Joseph W. Carson for $100,000 and land lease at $200 per month for 10 years with option agreement to purchase for $15,000. Messrs. Holladay and Carson have interests in WLSM Louisville, Ky.; WNSL Laurel and WOKK Meridian, both Mississippi; and WACT Tuscaloosa, Ala.

Radio gains noted

Brisk national radio buying is reflected in six-month report by Robert E. Eastman & Co. New York radio representative is reporting 43% increase in national volume for January-June 1960. President Eastman said this is on top of 44% increase in 1959 over preceding year. Eastman list is made up of major and medium-market outlets.

Bartell opens second Caribbean tv outlet

Bartell Broadcasting Corp. will open its second Caribbean tv station, Telecuracao, July 31, operating on ch. 8 week-around, 6-11 p.m., covering islands of Curacao and Bonaire. Boris Frank, Bartell director of Caribbean operations, will manage station.

Broadcaster opened Telehaiti last December and plans to put another station next year in Netherlands Antilles, Telaruba. Domestic properties are WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, WADO New York, WYDE Birmingham and KYA San Francisco.

Telecuracao, located in Willemstad, capital of Curacao, is being equipped by Philips and will have 500 w transmitter, delivering 2 kw power from 200-foot tower.

Garbage suit

Loew's Theatres Broadcasting Corp., owner of WMGM New York, filed suit against owners of garbage company in Hackensack, N.J., claiming that garbage dumped next to station's tower interfered with station's signal. Loew's Theatres, seeking $100,000 in damages in New Jersey Superior Court in Hackensack, asserted that garbage company employes had trespassed on tower site by dumping garbage to height of 15 feet and burying copper-wire radials that radiate from base of tower. Issue will be argued in Superior Court tomorrow (July 12).

FTC examiner cites P&G in merger case

Procter & Gamble's acquisition of Clorox Chemical Co. (Clorox household bleach) in 1957 violated antimerger law because P&G's combined purchases in tv and other media enabled it to advertise at up to 30% discount to promote Clorox, Federal Trade Commission examiner Everett F. Haycraft said in initial decision announced today (Monday).

Initial decision, ordering P&G to divest company acquired in $30 million stock exchange, is not final and may be appealed, stayed or docketed for review.

Under P&G's aegis, Clorox in two months in 1957 used heavy advertising to "command consumer acceptance" of product and increase share of market from 48.8% of market share to 49.6%, examiner said, and in 12 months saved $138,500 under P&G combined ad purchases.

Rival Purex in October 1957 started market test in Erie, Pa., area where Clorox had 50% of market, used premium offers and dealer allowances, and for time equaled Clorox, examiner said, but P&G moved in with bigger premium offers and spent more than $4,000 for tv, its first tv buys in area. Result: Purex dropped to 7% by March 1, 1958.

Compton's coup

Compton Adv., Chicago, inherited strong Alberto-Culver account, effective Sept. 1, from Wade Adv. (see page 37). Announcement was made jointly Friday by Charles Pratt, A-C advertising director, who estimated overall billings at $10 million (about 99% in tv), and E. Dean Landis, vice president in charge of Compton's midwest operations, who acknowledged agency would add "considerable additional personnel" to service account.

WEEK'S HEADLINER

MR. BERGMANN

Theodore G. Bergmann, president of Parkson Adv., New York, resigns to become vp of advertising for Revlon Inc., New York, effective July 18. Mr. Bergmann replaces **Evan William Mandel,** who will devote his full time to duties as assistant to president of Revlon. Mr. Bergmann began his career in 1941 as NBC page and advanced to program producer.

In June 1947 he joined sales staff of WABD (TV) New York (now WNEW-TV), then owned by DuMont network. He transferred to network sales next year, became director of sales in 1951, general manager of DuMont network in 1953 and managing director in 1954. In January 1956 he joined McCann-Erickson as vice president and associate director of radio and television. While at M-E he handled about 50% of agency's national tv programs. He became president of Parkson agency in September 1957. Parkson's principal accounts are Pharmaceuticals Inc. and J.B. Williams Co., parent of Pharmaceuticals. It has billed predominantly in television. Mr. Bergmann is 39 years old.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

By Any Yardstick

THE BIG ONE

Takes the *Measure*

ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative
or C. P. Persons, Jr., General Manager

The defiant voice of a 16-year-old killer, the anguish of the victim's mother, the outspoken views of the Police Commissioner and the Mayor were highlights of an unforgettable radio program as WCBS probed the depths of teen-age violence. "They Kill For Kicks" is that kind of responsible programming which typifies a C-O radio station—sets it apart from *all other* stations in seven great markets of America. Enlightened programming such as this has brought these stations *21 major awards* since the beginning of the year:

KNX Los Angeles *California Associated Press Te vision-Radio Association—2 Awards of Excellence:* Best over- news operation; Best documentary—"Image of America" *Aw of Merit:* Best sports show—"Tom Harmon Sports Final"

WBBM Chicago *Ohio State University, Institute Education by Radio and TV—3 Honorable Mentions:* "This Is Fo Song," "A Question of Age" and "Heroes In Science" *Americ Association for State and Local History and Broadcast Music, In —Third Prize:* "This is Folk Song" *National Sportscasters Sports Writers* Awards: *Outstanding Illinois Sports Writer of t year:* John Carmichael *Freedoms Foundation Gold Medal Honor:* "This Is Folk Song"

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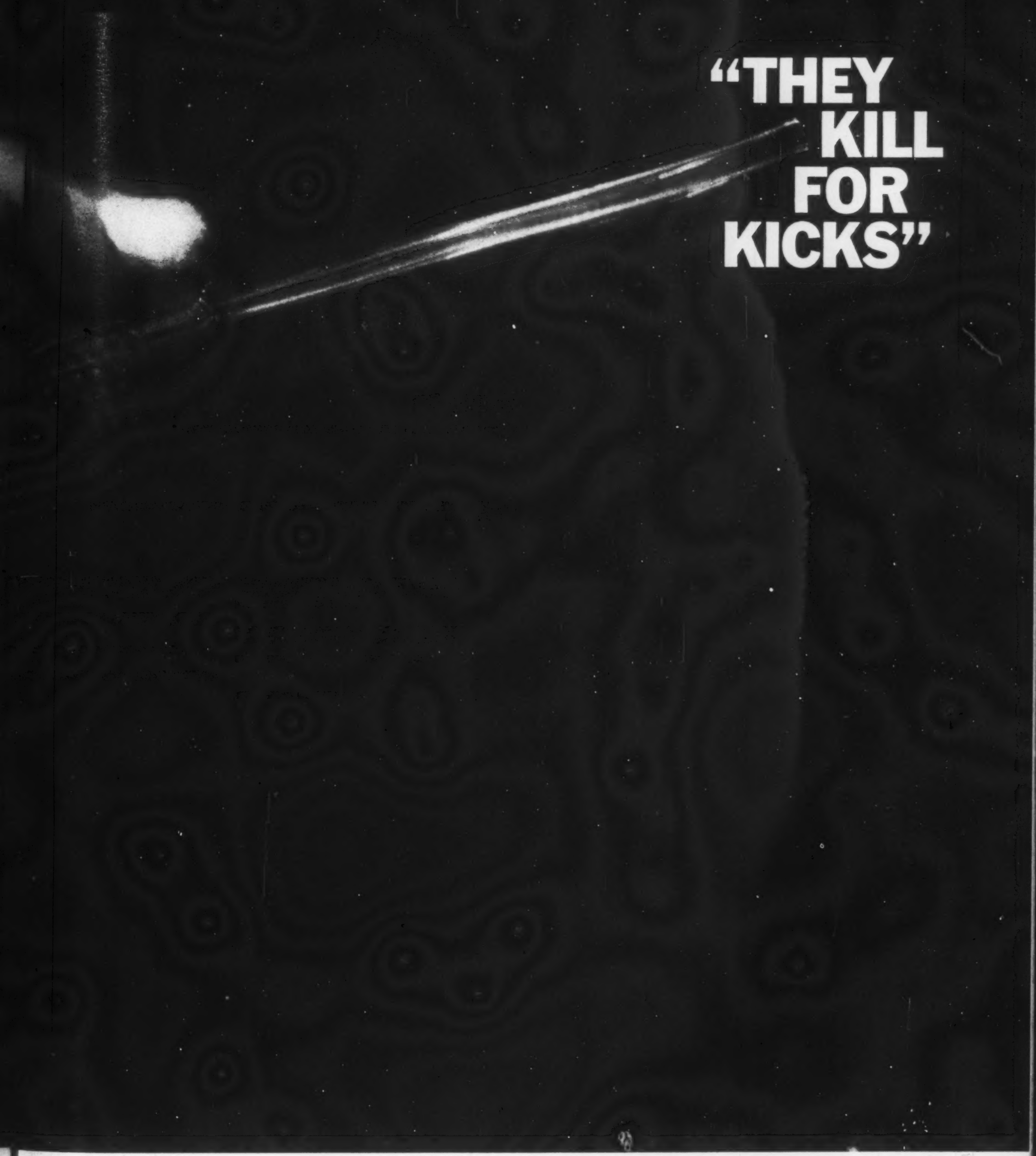
KMO
Educatio
National
Freedom



WCBS New York *Ohio State University, Institute for Education by Radio and TV—2 First Awards:* "This Is New York" nd "They Kill For Kicks"

WCAU Philadelphia *English Speaking Union:* ward to the U.S. radio station for the greatest contribution to etter understanding among English speaking peoples *Freedoms oundation Gold Medal of Honor:* "I Chose America"

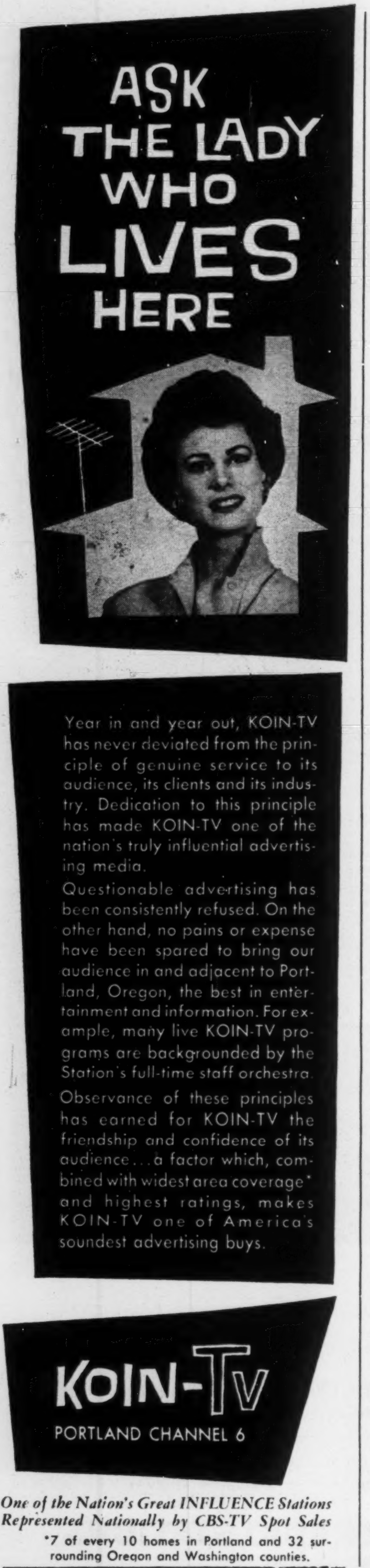
KMOX St. Louis *Ohio State University, Institute for Education by Radio and TV—First Award:* "Operation Medico" *ational Headliners Club Award:* For outstanding Public Service *reedoms Foundation Gold Medal:* "What is an American"

WEEI Boston *United Press International Broadcasters Association of Massachusetts For Excellence of News Coverage:* Coverage of the Walpole Prison riot

KCBS San Francisco *California Associated Press TV-Radio Association—3 Awards of Excellence:* Best sports show—"Sports Notebook"; Best special events coverage—"Khrushchev Visit"; Best editorial or commentary—"Don Mozley Reports" *Award of Merit:* Best documentary—"European Holiday"

CBS OWNED RADIO STATIONS

Represented by CBS Radio Spot Sales


ASK THE LADY WHO LIVES HERE

Year in and year out, KOIN-TV has never deviated from the principle of genuine service to its audience, its clients and its industry. Dedication to this principle has made KOIN-TV one of the nation's truly influential advertising media.

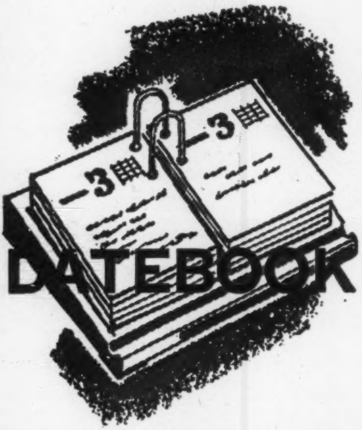
Questionable advertising has been consistently refused. On the other hand, no pains or expense have been spared to bring our audience in and adjacent to Portland, Oregon, the best in entertainment and information. For example, many live KOIN-TV programs are backgrounded by the Station's full-time staff orchestra.

Observance of these principles has earned for KOIN-TV the friendship and confidence of its audience . . . a factor which, combined with widest area coverage* and highest ratings, makes KOIN-TV one of America's soundest advertising buys.

KOIN-TV
PORTLAND CHANNEL 6

One of the Nation's Great INFLUENCE Stations
Represented Nationally by CBS-TV Spot Sales

*7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties.



DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JULY

July 10-22—NAB Executive Development Seminar, Harvard Graduate School of Business, Boston.

July 11-15—Institute in Industrial and Technical Communications, Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

July 17-21—National Assn. of Educational Broadcasters seminar, U. of Wisconsin, Madison. Possible formation of live radio network for noncommercial stations will be explored.

July 19-20—Idaho Broadcasters Assn. convention. John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.

July 19-20—NAB Tv Code Board personal products subcommittee, New York.

July 20-24—American Federation of Television and Radio Artists annual convention. Shoreham Hotel, Washington, D.C.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

July 29—Deadline for comments to **FCC** on technical standards for fm stereo.

AUGUST

Aug. 1-12—International Television-Radio Workshop, Interchurch Center, 475 Riverside Dr., New York. Sponsored by Broadcasting and Film Commission and United Church Women of the National Council of Churches; the Protestant Council of N.Y.; New York State Council of Churches; New Jersey Council of Churches, and World Commission for Christian Broadcasting.

Aug. 7-9—Georgia Assn. of Broadcasters annual meeting and election of officers. Jekyll Island, Ga. Those attending should make reservations at the Wanderer Motel.

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hill Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 1—Comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—Premium Advertising Assn. of America. Hotel Astor, New York.

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

***Sept. 18-20—Louisiana Assn. of Broadcasters** convention. Sheraton-Charles Hotel, New Orleans.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa,

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

***Sept. 28-29—CBS Radio Affiliates Assn.** annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorum, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

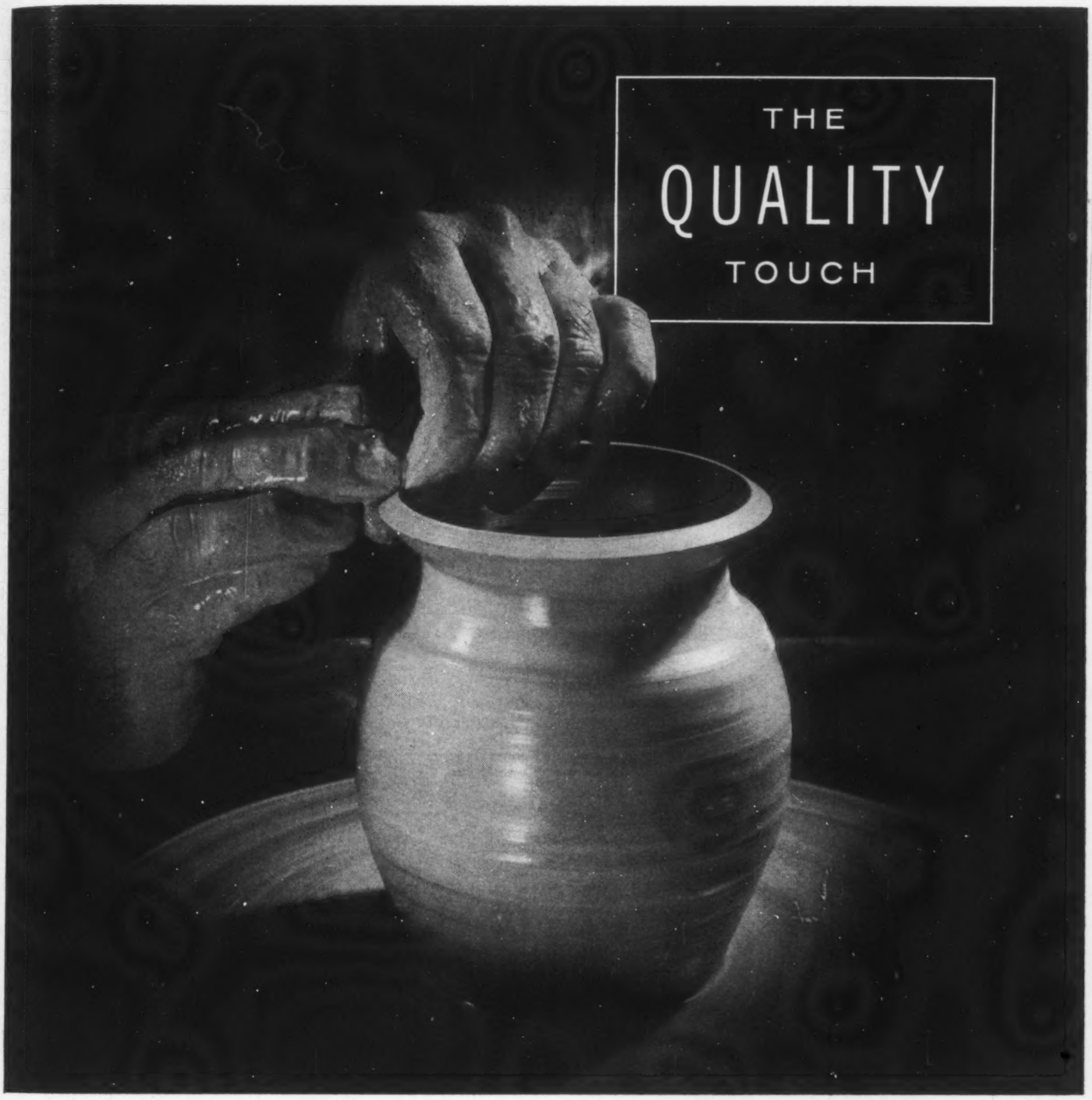
Oct. 18-21— National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, **Central Canada Broadcasters Assn.**. King Edward Hotel, Toronto

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 13-16—Assn. of National Advertisers an-



Faster and faster the potter's wheel spins... from a mere mound of clay there suddenly arises a cherished piece of pottery—a visible reflection of one who possesses a quality touch.

Oftentimes this all-important quality reflection is not visible. Nevertheless, it is there... to be sensed and valued. Such is the case when quality enters the operational scene in today's better radio and television station operations.

WFAA

TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc

The Original Station Representative

WTHI-TV
the
Number One
single station
market
in
America!

WTHI-TV is a single station market of 217,400 TV homes.

An advertising dollar on WTHI-TV delivers more TV homes than many dollars in a multiple station market.

WTHI-TV
CH. CBS TELEVISION 10
TERRE HAUTE, INDIANA
Represented by THE BOLLING CO.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference. Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

nual meeting. The Homestead, Hot Springs, Va.

Nov. 14-16—Broadcasters' Promotion Assn. annual meeting. Sheraton Charles Hotel, New Orleans.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

BOOK REVIEW

"Politics U.S.A.," editor James M. Cannon, Doubleday & Co., Garden City, N.Y., 348 pp., $4.95.

Subtitled "A Practical Guide to the Winning of Public Office," this book's 23 chapters are written by practicing politicians of both parties and other experts in political campaigning. Sig Mickelson, president of CBS News, contributes a chapter on the use of television in politics.

Among his conclusions: Though tv hasn't changed election results it has broadened the American's participation as a citizen in democratic processes, made trends and issues clearer, given the voter personal acquaintances with leaders and aspiring leaders, increased independent thinking and decreased party influence and resulted in balloting based more on reason than emotion. Because of tv, Mr. Mickelson notes, there were bigger voter turnouts in 1952 and 1956 (62.7% and 60.7%) than at any prior election.

He compares the advantages of political appearances in regular tv news coverage and on paid political broadcasts, mentions high points in tv's struggle for equality with other news media and observes tv has developed its "own brand" of journalism. Tv, he said, can make an obscure political figure prominent overnight and can mercilessly expose sham and insincerity.

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BROADCASTING
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Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

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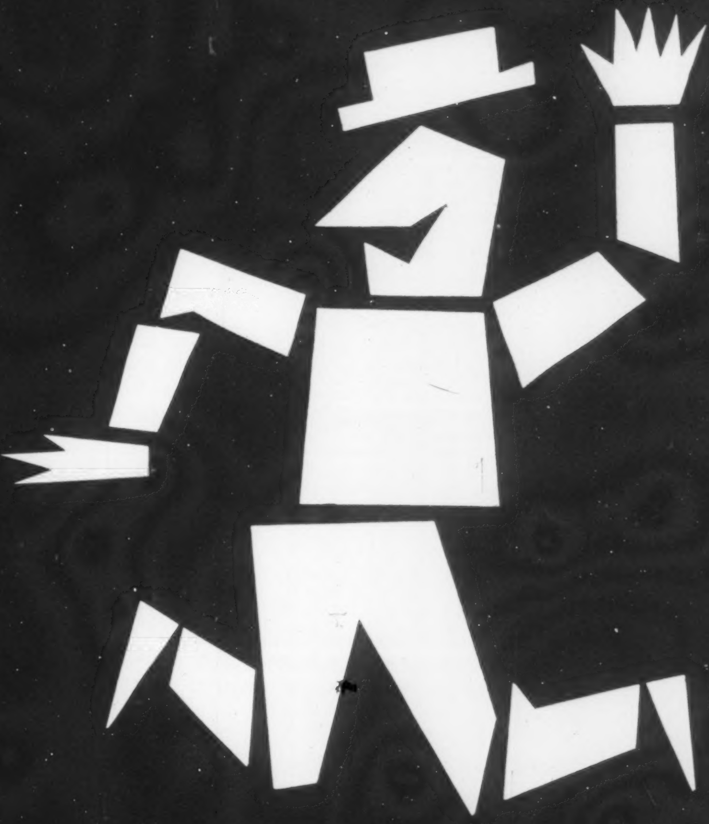

HAPPY HOLIDAY PACKAGE

The most useful musical promotions ever created. 21 zestful, delightful productions to welcome the seasons . . . greet red letter days and special occasions . . . introduce station promotions. A complete, versatile package exclusively customized for your station. You'll use the holiday package all through the year . . . and for years to come . . . augmenting your I.D.'s. But why not listen? It's the vivid . . . the refreshing approach that makes the HAPPY HOLIDAY PACKAGE. We'll rush your special audition tape, just call or write today . . . but hurry. Exclusive market use means first requests must receive initial consideration.

FUTURSONIC PRODUCTIONS INC.

[illegible] STREET
DALLAS, TEXAS
[illegible]

In Chicago

... the **Art Institute** boasts the world's largest collection of French Impressionist paintings. And over the years, it has painstakingly acquired a priceless collection of El Grecos—including his incomparable masterpiece shown here—"The Assumption of the Virgin."

In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium.

WGN IS CHICAGO

Quality • Integrity • Responsibility

DOWN TO GEHENNA OR UP TO A THRONE...

or wherever else you want to go, old time-snagger . . . the way to go is with the best, as Wade Hampton used to say when I rode with his South Carolina Redshirts. "Ambrose," he said (that's me, Major Ambrose W. Sellingforce), "some day you'll be able to reach the whole great State of South Carolina, or plumb near, with one buy, WIS-TV, in Columbia, at the hub of the state with that 1526-foot antenna." Foresighted fella, he was, just like me. Here it is, **WIS-TV, MAJOR SELLING FORCE IN SOUTH CAROLINA,** old superlative!

HE TRAVELS THE FASTEST WHO TRAVELS ALONE!

Bet that's the first time you ever saw a live human being utter a map.

WIS-TV NBC/ABC

COLUMBIA, SOUTH CAROLINA

a station of

THE BROADCASTING COMPANY OF THE SOUTH

WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

OPEN MIKE®

Senator Proxmire replies

EDITOR: In the June 27 issue of your publication you carried an editorial entitled, "Proxmire's Quagmire." This editorial is as wrong as it can be.

You argue in the course of the editorial, "Under Mr. Proxmire's theory, they (members of Congress) could not properly hold such (radio or tv) interests."

You then proceed to bat me all over the lot for this alleged contention that I have proposed that members of Congress be barred from holding stock in radio or television corporations.

At no time and under no circumstances have I ever taken such a position.

I have never said that congressmen should not be allowed to own stock in radio or television companies. What I have said and said consistently, is that congressmen should not enjoy a specially privileged position over any other citizen in the award of television and radio franchises . . .—*Sen. William Proxmire (D-Wis.).*

Fall network schedule

EDITOR: In the June 27 issue of your good publication, the lead story carried the headline, "Fall tv schedules buttoned up." However, I would like to point out that there were several slip-ups in the night-by-night charts that accompanied the story.

For instance, S.C. Johnson's sponsorship of the *Garry Moore Show* on Tuesday night and *Zane Grey Theatre* on Thursday night is placed via Needham, Louis & Brorby, not as indicated. Then it might also be noted that our client, State Farm Insurance Cos., is purchasing *The Jack Benny Program* on Sunday night from J&M Productions, not Gomalco . . .—*Harold A. Smith, Vice President, Tv-Radio Promotion & Merchandising Manager, Needham, Louis & Brorby, Chicago.*

EDITOR: . . . you inadvertently left out the fact that *To Tell the Truth* is a Goodson-Todman Production, which would give us five network programs per week—excluding our daytime programming, which includes *Beat the Clock, Play Your Hunch* and *The Price Is Right.*—*Harris L. Katleman, Goodson-Todman Enterprises Ltd., Beverly Hills, Calif.*

Major market growth

EDITOR: A decimal point can change a story, can't it?

In "Focus on the prime U.S. markets" (page 46, June 27) Jacksonville's "outside central city" showed a population increase of 15.4%. Actually it is closer to 154.0%. . . .—*Tom W. Mahaffey, Advertising-Promotion Director, WJXT (TV) Jacksonville, Fla.*

[U.S. Census Bureau has corrected the figure to 153.9%.—THE EDITORS.]

Prank on Bill Payette

EDITOR: Congratulations on the excellent article about UPI's Bill Payette (OUR RESPECTS TO, page 107, June 27). A newsman first and last, I do recall one story that he had some difficulty in filing:

The year was 1939 (or maybe 1937) and Bill was covering the Montana State Legislature in Helena. Bill, despite that 6 foot 5 inch length, drove a foreign sports car even in those days—a Fiat as I recall, and the only one, undoubtedly, in Montana.

The parking lot in the rear of the Montana capitol building had a six-inch high cement railing around it and on the closing night of the legislature a number of Bill's friends including, as I recall, Tom Mooney, now of the *Montana Standard* in Butte, Roy Roberts, now with the AP in San Francisco, Colin Raff, vice president of Montana Power, and I carefully picked up the Fiat and put the two front wheels over the cement rail, then, after completing the final story on the legislature, adjourned to one of the local bistros. I never did find out how Bill got his car operational and back to the office to write the story, but I have heard he considered the whole thing highly unfunny.—*Del Leeson, General Manager, KPAM and KPFM (FM) Portland, Ore.*

Bostic 'expansion'

EDITOR: Thanks very much for your kind remarks on my election as chairman of the NAB Radio Board in your June 20 issue (page 63).

However, there is one phase of my activities on which you have not kept current. We now have *three* children: Elizabeth, 10; Carolyn, 2, and David, 1! —*Thomas C. Bostic, Vice President and General Manager, KIMA-AM-TV Yakima, Wash.*

BROADCASTING

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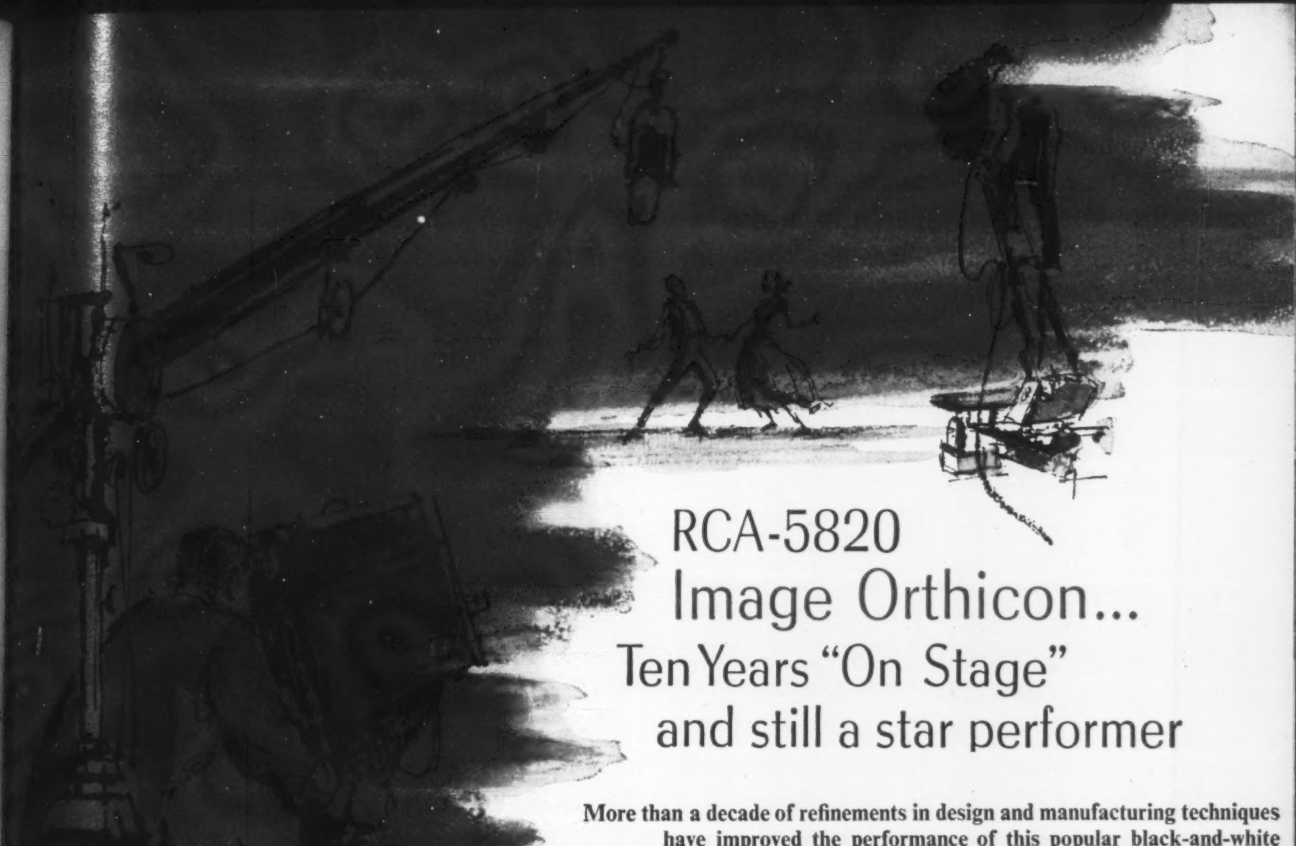


RCA-5820 Image Orthicon...

Ten Years "On Stage" and still a star performer

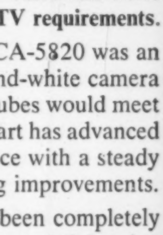
More than a decade of refinements in design and manufacturing techniques have improved the performance of this popular black-and-white camera tube to meet or exceed modern TV requirements.

First introduced when TV was in its infancy, RCA-5820 was an immediate success. It is still the most popular black-and-white camera tube in the industry. But very few of the 1949 tubes would meet today's minimum requirements. The entire state of the art has advanced tremendously, and the 5820 has paced the advance with a steady flow of design innovations and manufacturing improvements.

By 1951, for instance, poor resolution had been completely eliminated as a life problem. 1952 and 1953 saw a general tightening of picture quality limits and the opening of a new, ultramodern manufacturing facility.

In the mid-fifties, two important innovations were added: Micro-Mesh and Super-Dynode. Micro-Mesh made it possible to eliminate mesh pattern and moiré effect without defocusing, while Super-Dynode reduced dynode texture in "low-key" scenes and lengthened effective tube life.

During 1957 RCA further tightened spot and blemish limits to improve general picture quality. The following year resolution was improved again with the development of a new target glass, and the warranty was increased from 350 to 500 hours. By 1959, average tube sensitivity had been increased by 50%.



Today, resolution, signal-to-noise ratio and signal uniformity are controlled by the most rigid tests possible. Measurable electrical characteristics are checked-out in special test gear, and the tubes are given a thorough operation test in a TV camera. In addition, all RCA-5820's are stored for 7 days and rechecked before shipment. No effort is spared to assure you of top performance at all times.

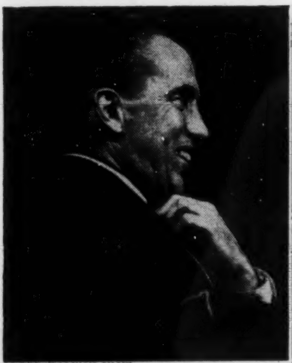
For complete information about RCA-5820 and the entire line of RCA camera tubes, call your RCA Broadcast Tube Distributor today. He'll give you fast, dependable service. *RCA Electron Tube Division, Harrison, N. J.*

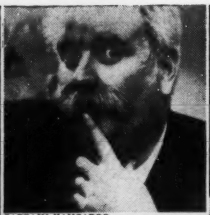
RCA ®

The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

Some say that television cannot be expected to produce great programs because it is a medium of mass communications. *We hold a different view*. As we see it, the one sure way to attract audiences (and advertisers as well) is to produce the best possible quality of entertainment and information. This, apparently, is also the way television's most distinguished juries see it. Recently, for example, the Academy of Television Arts and Sciences awarded 13 Emmys to the

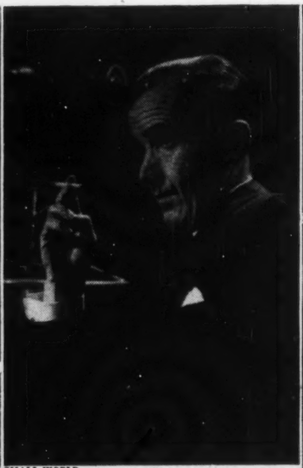
A Different View


THE ED SULLIVAN SHOW


CAPTAIN KANGAROO

FATHER KNOWS BEST

DON QUIXOTE


SMALL WORLD

LOOK UP AND LIVE

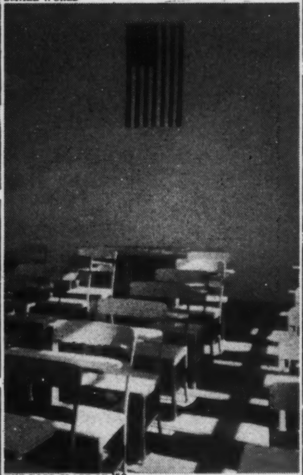
PERRY MASON

BIOGRAPHY OF A MISSILE

1960 WINTER OLYMPICS

THE POPULATION EXPLOSION

HOFFA AND THE TEAMSTERS


THE LOST CLASS OF '59

DESILU PLAYHOUSE

THE FABULOUS FIFTIES

CONQUEST

FOR WHOM THE BELL TOLLS

***EMMY AWARDS:** THE TWENTIETH CENTURY . . . THE TWILIGHT ZONE . . . THE JACK BENNY PROGRAM . . . LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC . . . TONIGHT WITH BELAFONTE . . . WESTINGHOUSE-DESILU PLAYHOUSE—THE UNTOUCHABLES (2 AWARDS) . . . 1960 WINTER OLYMPICS . . . HOWARD K. SMITH, AV WESTIN—CBS REPORTS . . . THE FABULOUS FIFTIES . . . JACK BENNY HOUR SPECIALS . . . PLAYHOUSE 90 . . . FATHER KNOWS BEST . . . **SYLVANIA TELEVISION AWARDS:** SMALL WORLD . . . THE LOST CLASS OF '59 . . . LOOK UP AND LIVE . . . BIOGRAPHY OF A MISSILE . . . THE POPULATION EXPLOSION . . . CBS TELEVISION NETWORK—SPOT NEWS COVERAGE, EISENHOWER AND KHRUSHCHEV TOURS . . . NEHEMIAH PERSOFF—FOR WHOM THE BELL TOLLS . . . COLLEEN DEWHURST—I, DON QUIXOTE . . . PROJECT IMMORTALITY—PLAYHOUSE 90 . . . TONIGHT WITH BELAFONTE . . . YOU CAN'T RAISE CHILDREN BY THE BOOK—WOMAN! . . . **GEORGE FOSTER PEABODY AWARDS:** THE POPULATION EXPLOSION . . . SMALL WORLD . . . THE LOST CLASS OF '59 . . . ED SULLIVAN—INVITATION TO MOSCOW . . . **THOMAS ALVA EDISON FOUNDATION AWARDS:** CONQUEST . . . NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS . . . **OVERSEAS PRESS CLUB AWARDS:** CBS NEWS—EYEWITNESS TO HISTORY . . . MARTIN BARNETT—THE POPULATION EXPLOSION . . . DAVID SCHOENBRUN . . . ERIC SEVAREID . . . MARIO BIASETTI—COVERAGE OF NICARAGUAN INVASION . . . **INSTITUTE FOR EDUCATION BY RADIO AND TELEVISION AWARDS:** THE LOST CLASS OF '59 . . . HOFFA AND THE TEAMSTERS . . . CBS REPORTS . . . LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC . . . NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS . . . **GENERAL FEDERATION OF WOMEN'S CLUBS AWARDS:** CAPTAIN KANGAROO . . . THE TWENTIETH CENTURY . . . CBS REPORTS

CBS Television Network, as compared to 5 for the second network and 2 for the third. This makes a total of 67 awards* that our programs have received since the year began–more than the other two networks combined. Looking at it from this point of view, we feel it is no accident that this network, which consistently wins the largest number of awards for program excellence, should also consistently attract the largest audiences in all television. **CBS**

WOMAN!

VALLEY OF DECISION

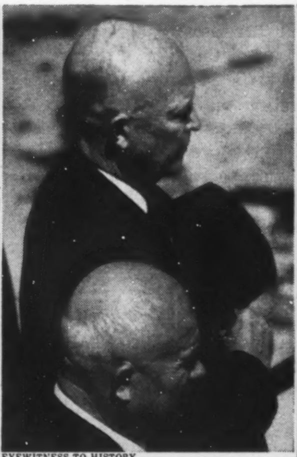
THE TWILIGHT ZONE

DAVID SCHOENBRUN

JACK BENNY

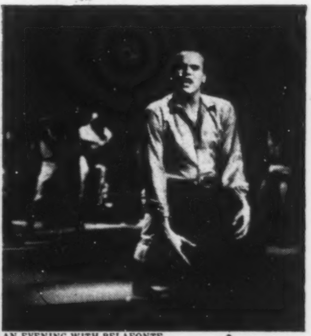
HAVE GUN—WILL TRAVEL

NICARAGUA



EYEWITNESS TO HISTORY

ERIC SEVAREID



AN EVENING WITH BELAFONTE

PLAYHOUSE 90

LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC

35 RUE DE MARCHE

THE TWENTIETH CENTURY

...FATHER KNOWS BEST ... PLAYHOUSE 90 ... VALLEY OF DECISION ... **NATIONAL CONFERENCE OF CHRISTIANS AND JEWS BROTHERHOOD AWARDS:** THE LOST CLASS OF '59 ... ARMSTRONG CIRCLE THEATRE–35 RUE DE MARCHE ... **FREEDOMS FOUNDATION AWARDS:** THE TWENTIETH CENTURY–THE RED SELL ... PLAYHOUSE 90–THE BLUE MEN ... LEONARD BERNSTEIN IN MOSCOW ... **GEORGE POLK MEMORIAL AWARD:** AV WESTIN, PRODUCER; HOWARD K. SMITH, NARRATOR-WRITER–THE POPULATION EXPLOSION ... **UNITED STATES ARMY, DEPARTMENT OF DEFENSE CITATION:** EDWARD R. MURROW, FRED W. FRIENDLY, PALMER WILLIAMS–BIOGRAPHY OF A MISSILE ... **ROBERT J. FLAHERTY AWARD:** CBS NEWS–HOFFA AND THE TEAMSTERS ... **ALFRED I. DU PONT AWARD:** DAVID SCHOENBRUN ... **NATIONAL HEADLINERS CLUB AWARD:** MARIO BIASETTI–NICARAGUAN INVASION ... **SATURDAY REVIEW EIGHTH ANNUAL ADVERTISING AWARDS:** SMALL WORLD ... NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS WITH LEONARD BERNSTEIN ... THE TWENTIETH CENTURY ... THE POPULATION EXPLOSION ... **ALBERT LASKER MEDICAL JOURNALISM AWARD:** THE POPULATION EXPLOSION ... **NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION AWARD:** SMALL WORLD ... **SCREEN PRODUCERS' GUILD AWARD:** THE TWILIGHT ZONE ... **ADVERTISING CLUB OF BALTIMORE AWARD:** RICHARD BOONE–HAVE GUN–WILL TRAVEL ... **MARCH OF DIMES AWARD:** JACK BENNY–"HUMANITARIAN OF THE YEAR"... **NATIONAL ASSOCIATION OF WOMEN LAWYERS AWARDS:** RAYMOND BURR AND GAIL PATRICK JACKSON–PERRY MASON ... **SIGMA ALPHA IOTA AWARD:** NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS WITH LEONARD BERNSTEIN

MONDAY MEMO

from **JAMES S. FISH,** *vice president and advertising director of General Mills Inc. and board chairman of Advertising Federation of America.*

AFA's role: protecting ad freedoms

At the risk of adding fuel to what may be some personal debates being aired in the advertising trade press on matters of Advertising Federation of America policy and strategy, I appreciate this opportunity to present some of my own viewpoints on some of the important issues facing us at this time.

Before commenting on some of the specifics of AFA's present program, let me review for a moment the nature of this organization and its relationships to other segments of *organized* advertising. I stress the word organized because there is still a substantial portion of the 11 billion dollars spent this year in advertising which has no affiliation with any advertising organization. And it may well be that some of our more perplexing problems stem from these mavericks who have only the enforceable laws of the land as the influence which guides their practices.

The Advertising Federation of America is a federation of most of the vertical associations of our business joined together with 135 advertising clubs from Denver east. Additionally, there are several hundred "company" members—advertisers like my own company, agencies, networks, individual magazines, newspapers, radio and tv stations, outdoor advertising companies, etc. AFA has a close working relationship with the Advertising Assn. of the West and our organization and membership parallels in many respects.

Voluntary ■ No one *has* to belong to AFA, so presumably those who have affiliated have done so because they are convinced that advertising does need a horizontal organization to carry on a broad program in areas where the individual cannot go it alone. This fundamental concept is recognized in all the programs that AFA does elect to undertake. Putting it another way, we have neither the means nor the intent to take on projects which peculiarly belong in the programs of the networks, or NAB, or the American Assn. of Advertising Agencies, or the Assn. of National Advertisers. We do subscribe to the belief that there must be coordination among these groups on major issues.

The AFA board of directors is a large one, with almost 60 members representing all facets of advertising as well as the ad clubs. It meets quarterly and has a remarkable record of attendance. A smaller executive committee meets nine times a year and is charged with the development of policy and the directing of the activities and scope of operations of the appointed committees. No major projects or programs are launched until they have been presented to the full board and approved by them.

Responsibilities ■ In AFA, unlike some associations, policy and strategy are largely developed and approved by the elected (non-paid) officers rather than by the paid staff. This does not take away from the effectiveness of our small paid staff (both in New York and Washington) whose job is that of implementing the programs. It was the board of directors who voted at the March meeting to postpone the move of AFA headquarters to Washington, not the paid staff.

The overall AFA program is concentrated in the areas of education (in, for and about advertising), legislation and government relations, and public service. At the recent AFA convention in New York, 12 specific challenges for AFA associates, particularly the clubs, were laid out.

James S. Fish (b. 1915, Mt. Pleasant, Iowa) spent year with National Tea, Chicago, before joining General Mills in 1938. He started in GM advertising department premium section and in 1941 moved into grocery products advertising as product representative. He was named advertising manager for home appliances in 1946, assistant director of advertising June 1, 1955, and vp in November 1956. Mr. Fish was re-elected board chairman of AFA last month.

Ready to Act ■ We chose to call our legislative and government relations program that of the pursuit of "Advertising Freedoms," for isn't that what we are really striving for? And it recognizes that with *any* freedom goes great responsibilities. We have made great progress this past year despite the setbacks resulting from acts of an unprincipled few. Our Community Action Plan (CAP) developed at the time of the Baltimore tax crisis is ready for use in 135 ad clubs, each of whom have strengthened their boards in this area.

Our historic ties with the Better Business Bureaus have been re-examined and already many of the clubs have moved forward with their ethics committees, advertising panels and the other mechanisms blueprinted for them by AFA. The machinery exists, and it is being increasingly and effectively used. Through the experience of two mid-winter conferences in Washington we are fast developing one of the most effective means possible of favorably influencing legislators—at the local and state levels *as well as* in Washington. And finally, we *have* established a Washington office.

The principal debate today seems to center around the location of AFA headquarters and I want to again stress that the decision for deferment of the move to Washington was made by our board and not by members of our staff. It was debated at great length at more than one meeting of our executive committee and of our board. It took into consideration that a basic policy in connection with our establishment of a Washington office was that it would not be set up for lobbying purposes, but rather as an alert and educational facility.

I suggest that you examine what this office has done since it was opened last October under the direction of Don Wilkins before you pass judgment on whether we have made progress here. I am convinced that we have made much progress in a year when we could have been hurt much worse and I predict that a year from now we can show as much more progress as we would with headquarters moved to Washington. After all, it is the program—the deeds—of any organization that really determine its worth, not the location of its headquarters.

here's how to de-horn a dilemma...

The buyer was hardly encouraging. "Sorry, Bub," he told the HR&P man, "but in *this* particular Southern market your station doesn't get even a crumb of our bread advertiser's budget. It all goes to your competition because: *(1)* I can't economically split the budget; and *(2)* on total coverage, you lose hands down."

To some salesmen, this might seem as final as a shot in the head. But not to one so determined and resourceful as this HR&P man. He went out, studied the bread company's delivery routes – and found just the clue he needed.

The bread trucks, you see, didn't go beyond our station's grade A coverage area. This plainly indicated the buy should be based on metropolitan coverage alone – not on rural coverage which had dictated the adverse decision. So he went back to the buyer with the facts.

Result: By using his head, our man got the business. It was the HR&P station – instead of the competitor – that now won hands down!

CHALLENGES LIKE THIS aren't unusual at HR&P. That's one reason why we choose our salesmen for their creative ability and resourcefulness. Another is because – representing just *one* medium – we have no barriers to wholehearted creation of new business for the spot TV field. Uniquely, we can afford to be creative *both* ways – for the stations we represent, and for all spot television alike.

Frank Grindley,
New York office

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK · CHICAGO · DETROIT · ATLANTA · BOSTON · SAN FRANCISCO · LOS ANGELES

FIRST IN
"ON THE JOB"
LISTENING!

IN PHILADELPHIA
WIBG
HAS
27.9%
SHARE OF AUDIENCE
IN BUSINESS
ESTABLISHMENTS

For the third consecutive year, WIBG is the number one choice for listening among Philadelphia business establishments . . . 111% greater adult audience appeal than the second station, according to C. E. Hooper, Philadelphia Business Establishment Survey, March, 1960. Another reason WIBG is first in quality and quantity audience.

A STORER QUALITY
RADIO STATION

represented by
The KATZ AGENCY, INC.

WIBG

STORER STATION
RADIO
99
990 ON YOUR DIAL

Ortlieb's
CAMERA NEEDS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

July 11, 1960
Vol. 59 No. 2

PRODUCT PROTECTION: ON WAY OUT

■ Keeping competitors far apart is getting hopeless in television

■ Now in sight: the same rules of reason used by the print media

One of the most cherished institutions of broadcast advertisers is crumbling and appears inevitably doomed.

The imperiled institution is the broadcast practice—unique among major media—of guaranteeing advertisers specific, measurable protection against the advertising of their competitors. Its impending doom stems from the constantly mounting pressures of television's growth, economics and increasingly splintered sales formats.

Advertisers and agencies will resist and mourn its passing while broadcasters heave a vast sigh of relief.

Protection already has been whittled to less than half of what it used to be. But the smaller it gets, the more troublesome it becomes. "The biggest juggling act in television" is the billing one broadcaster gives to the enormously complicated task of seeing that hundreds of advertising messages are scheduled where their sponsors want them without impinging on the separation rights of competitors.

Two Years to Go ■ The consensus among authorities charged with administering protection at the networks —where the practice was born but is now being kept alive only at great pains —is that it cannot survive much longer. Some give it two years at most.

This does not mean that they foresee a day when competitors will see their messages back to back—at least not on the same program. Nor does it anticipate a time when stars will be selling competitive products. It does mean that they expect the day to come when strict separation policies will be replaced by a rule of reason akin to that which governs the placement of competitive ads in newspapers and magazines.

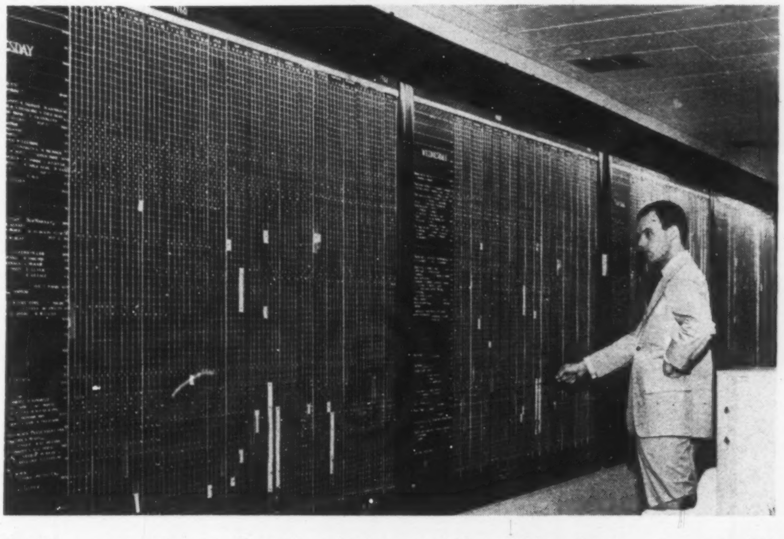
The opposition that may be expected from advertisers and agencies, who have nourished the protection privilege since its earliest days in radio, may be judged from the importance they put on it now. In ordering television time they carefully delineate the products against which they expect to be protected, and when their messages are on the air they check adjacencies closely—at both network and local levels—to make sure no competitor is allowed to get too close.

Yet it is the opinion of many broadcasters that buyers, too, will in time accept as inevitable the departure of protection as it is now known. They point out that as the problem has become greater, both advertisers and agencies have accepted curtailments in the amount of protection granted. Where they used to get an hour's separation from competitors, they now get 15 minutes. And because even this 15 minutes is getting harder to assure, the network consensus is that it eventually will have to be reduced further and in time must disappear altogether.

Size of Problem ■ Just how big a problem it has become is reflected in unofficial estimates that more than 3,000 product conflicts—measured by today's standards—occur in network and spot television every week. Virtually all of these are created, inadvertently or not, by spot advertising placed on individual stations or by short-notice changes in products advertised on network programs; conflicts within network shows are more easily foreseen and far more easily policed by both network and agency officials.

Broadcast Advertisers Reports, whose checking service tallies product conflicts for its subscribers on the basis of monitored telecasts, declines to disclose publicly how many it finds. But it does say that the volume of such conflicts is greater than any other commercial irregularity it is called upon to check, including triple spotting, over-commercialization within programs and the clipping of network programs to make way for local spots.

So stations will be as pleased as networks to see the practice go. Although there is not much they can do about it except subscribe as long as their net-



Plotting protection ■ Two hundred square feet of board space may not be absolutely necessary to keep a television network's product protection commitments straight, but NBC-TV finds it helps. Shown here is part of NBC's commitment control board, which shows contracts for past, present and future—including positioning of commercials within shows—over an 18-month span (currently: October 1959 through March 1961). Board also is over-all aid to long- and short-range sales planning and source of sales information for NBC-TV operational departments. Checking it is Palmer Dixon, supervisor of contracts, commitments and discounts.

works do, affiliates have consistently urged that protection be curtailed. For it's not only a headache in scheduling but often costly in terms of spot business that cannot be accommodated because of it.

The growth of television as a medium, the growing number of advertisers in it, the trend toward product diversification by major advertisers, the increase in network programs sold on a participating basis and the circumstance that the biggest advertiser categories in network are also among the biggest in spot have all compounded the dilemma for both networks and stations.

Simple No More ■ It is no longer a question of simply protecting a cigarette against other cigarettes, foods against foods, beers against beers. Often it is hard merely to decide whether two products are competitors.

One network, for example, has been tussling with a problem which started when an advertiser who sells a denture cleanser bought time in a program in which another sponsor is a toothpaste. It was not too difficult to decide that denture cleaners and toothpaste are not ordinarily used by the same people and accordingly are not "competitive" under the network's protection policy. But that was only the beginning.

The dentures-cleanser maker also sells a mouthwash which, its copy claims, sweetens the breath. The toothpaste already in the program claims to sweeten the breath too. Is the toothpaste therefore entitled to protection against the mouthwash?

If the answer is yes, then the network must make sure that the commercials for the competitive products are properly separated from one another. And this separation must be maintained week in and week out, even though one of the products is to be promoted only every other week while the other is promoted every week, or every three weeks. And affiliates must make sure that they do not sell to a competitor of any of these products—or competitors of any other products on the show—a station break too close to the commercial for the network advertiser.

Current Policies ■ "Too close" is defined fairly uniformly by all three networks as anything less than 15 minutes. This is the yardstick for protection of competing network sponsors and also the yardstick which the networks ask their affiliates to use in protecting network sponsors against competitors in national spot. But the 15-minute rule is applied somewhat differently by the different networks.

CBS-TV figures 15 minutes between commercials for competing products, which means that a cigarette commercial at 8:55, for example, may be followed by a commercial for another cigarette at 9:10. CBS-TV also can require that the cross-plug at the end of a program be moved back 15 minutes to avoid conflict with a sponsor in the succeeding program. CBS-TV also specifies—in its rate card—that it not only can require that commercials be placed to provide 15-minute separation between competitors, but if necessary can even schedule them next to one another, though thus far it has been able to avoid this extreme.

NBC-TV tries to put 15 minutes on each side of a sponsored segment in the case of the major sponsor and 15 minutes on each side of the commercial for the minor sponsor. ABC-TV counts its 15 minutes from the opening and closing of the program, regardless of the placement of the commercials within the program.

The three networks also have different standards for determining the number of products a single advertiser is entitled to have protected, the answer usually depending upon the degree to which his sponsorship is shared.

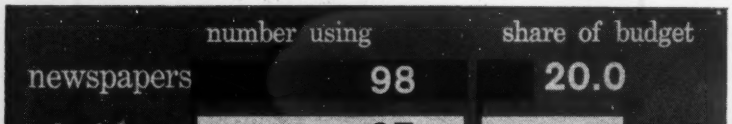
Participating Shows ■ The magnitude of the problem is dramatized by the networks' 1960-61 schedules, which contain more participating programs than ever before—more than a dozen shows which, much as the networks dislike the term, are sold on a spot-carrier basis.

ABC alone has a Monday-night lineup of three shows which together account for 18 advertisers—and still have room for two more. What this does to the people in charge of maintaing product protection at ABC and to the people trying to sell and schedule station breaks noncompetitively at ABC affiliated stations becomes enormously difficult to

The biggest slice of the melon went to television

The top 100 advertisers, for the first time, spent more money in television than in all other measured media combined during 1959, according to an analysis by the Television Bureau of Advertising.

TvB reported that expenditures in the measured media for the top 100 advertisers amounted to $1,681,533,569 in 1959, of which network and national spot tv represented $850,361,281, or 50.6% of the total. TvB noted that the 1959 total investment of the group rose 11.4% over the 1959 figure, and pointed out that tv was responsible for 60.3% of this increase.



How TvB analyzed last year's top 100 advertisers

The TvB analysis shows that of the top 100 advertisers in 1959, 97 used tv (two liquor companies and American Cyanamid Co. were missing); 68 placed more money in tv than any other medium; 48 allocated more than 50% of their budgets to tv; 25 spent more than two-thirds of their expenditures in the medium, while 15 spent more than 80% and nine spent more than 90% of their budgets in tv.

Average sales of the 42 heavy advertisers in tv were more than $2.1 million, while the average of the 58 others amounted to almost $1.1 million. Sales of the heavy tv advertisers, TvB said, increased by 11% in 1959, while the others rose by 9%.

WHO RADIO'S 50,000-watt voice reaches more people than any other single medium in Iowa!

YOU may have recently read an advertisement that said Iowa is one of the top ten U. S. markets—because its "population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston."

You may also question the propriety of comparing a state with a city. However, NCS No. 2 proved that WHO Radio's population coverage made it in fact America's 14th largest *radio* market—that stations in only thirteen other markets in America reach more people than WHO Radio. *So far as reaching people is concerned, WHO Radio belongs on any media list of 14 or more "largest U. S. markets."*

As an advertiser in the Middle West, you are concerned with *people you can reach,* rather than with population figures within city limits, within trading areas, or within state lines. WHO Radio does just that!

Ask PGW for "the numbers."

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines; **WOC-TV**, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives* describe when it is remembered that these 18 or 20 network sponsors may promote a total of 50 or more different products, each of which may have anywhere from half a dozen to 40 or 50 "competitors," real or imagined, that it wants to be protected against.

Cheyenne, at 7:30-8:30, is an example. It now has seven sponsors who say they may promote close to 30 products, and an alternate-week sixth is still available for sale.

Procter & Gamble proposes to promote its dentifrices, package and liquid detergents, bar soaps, deodorants and baking mixes. Bristol-Myers and Reynolds Tobacco plan to advertise one product apiece, Bufferin and Winston cigarettes. Peter Paul expects to use its time for Mounds, Almond Joy, Dreams "and other confections." Union Carbide is down for Prestone anti-freezes, Prestone windshield de-icer and Eveready products. Ralston-Purina expects to promote Wheat Chex, Rice Chex, Corn Chex, Instant Ralston and Purina dog chow. A.C. Spark Plug Co. has put in for spark plugs, oil filters, fuel pumps, valve lifters, guide head lamps, autronic eye, gyros, inertial guidance systems, after-burner controls, speed switches and engineer recruitment.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 30-July 6 as rated by the multi-city Arbitron Instant ratings of America Reseach Bureau.

Date	Program and Time	Network	Rating
Thur., June 30	**Untouchables** (9:30 p.m.)	ABC-TV	24.4
Fri., July 1	**77 Sunset Strip** (9 p.m.)	ABC-TV	22.4
Sat., July 2	**Gunsmoke** (10 p.m.)	CBS-TV	20.6
Sun., July 3	**Rebel** (9 p.m.)	ABC-TV	16.0
Mon., July 4	**Danny Thomas** (9 p.m.)	CBS-TV	14.7
Tue., July 5	**Diagnosis: Unknown** (10 p.m.)	CBS-TV	21.6
Wed., July 6	**People Are Funny** (10:30 p.m.)	NBC-TV	18.9

Copyright 1960 American Research Bureau

Lacking the services of an electronic computer, observers would not estimate immediately how many competitors this array of products and services might have. But they guessed the total would be "in the hundreds." Even allowing for limitations on the number of any one advertiser's products eligible for protection, the example was cited to show how complicated life could get—just through product changes—not only for a network but also for its affiliates in trying to clear a regular schedule for spot advertisers without somewhere striking a sensitive nerve.

Advertisers List Competitors ■ The extent of the protection complexity may also be gauged by a fast look at the lists of products which advertisers regard as their competition. BAR has published some of these, based on information compiled in its checking service. They show, for example, that Anahist cold remedies designate 58 products as competitive, ranging from Absorbine Jr. to Vicks. Arrid Whirl-In deodorant lists 17, including Arrid cream deodorant. Schmidt's beer names 18 other beers. Chiclets specifies "all gums" and also "all weight reducers," while Clorets names 11 products and then adds "all dentifrices." Beeman's gum specifies "all gums" plus Alkaids, Amitone, Phillips tablets and Tums. Preparation H, a hemorrhoid treatment, identifies seven competitors it wants nothing to do with, not counting the NAB Code Review Board which doesn't want it on at all.

The problem of providing protection has been further complicated by product diversification among major advertisers. Philip Morris is no longer a simple tobacco company; its purchase of American Safety Razor brought it into competition with Gillette, Remington, Ronson, Schick, Sunbeam and Universal, for instance. Procter & Gamble long ago ceased to be merely a soap company; its interests now include baking mixes, peanut butter and a paper company that manufactures toilet tissue. This does not mean that P&G will be protected against Betty Crocker mixes (or vice versa) unless P&G is advertising its own Duncan Hines mixes; but it does point up the importance of constant alertness in selling and positioning.

Notice Required ■ To simplify the problem as much as possible the networks ask advertisers and their agencies not only to supply lists of products to be advertised, but also to furnish at least two weeks' notice of product changes. The networks keep their affiliates informed as to both products and changes, but last-minute revisions often require fast footwork to avoid playing hob with existing schedules.

Affiliates are not obligated by contract to protect network sponsors, but network officials say they usually do, that conflicts are generally due to clerical errors and that stations are quick to correct lapses when detected.

There is the further problem for antithetical advertising. Cigarettes do not like to be associated too closely with cough drops or cough medicines, for example, or foods with stomach aids.

The usual practice, if it can be generalized, is to protect against competitive uses rather than against competitive categories, whenever that distinction arises. Thus Zest, for instance, which is described technically as a detergent, is protected against toilet soaps because it is used as toilet soaps are used, and is not protected against detergents in the laundry and dishwashing families.

Refining the distinctions further, a toothpaste which claimed to give a high gloss not only to the teeth but also to furniture would not be protected against furniture waxes and polishes because its ordinary use is not in the furniture line.

Crisis ■ An unexpected crisis developed a few years ago when the Florida Citrus Commission bought into a show with Alka Seltzer. Everything went fine until wintertime, when the Citrus Commission decided to advertise the value or orange juice in treating or preventing colds. This being Alka Seltzer's line, the citrus group was required to change its copy on the ground that curing colds was not an ordinary use of orange juice.

Tobaccos and cosmetics are among the most competitive advertisers and therefore most insistent in demanding product protection. This is true whether the protection is against another network advertiser or against competitors buying national-spot time adjacent to their network programs.

One reason for the difficulty in cross-protecting network and spot advertisers may be seen in product spending figures: the biggest categories on the networks are also big in spot, and vice versa. Tobaccos, foods, drugs and cosmetics account for heavy shares of the spending in both branches of television. Thus the companies in each major product group are fighting one another for the best positions in network and spot at the same time, increasing the chances of conflict.

How far product protection has been watered down is evidenced in the remark of one network executive: "If we were still following the standards we had in radio 20 years ago, half the sponsors on this network would have to get off."

It is evident, too, in the schedules: American Tobacco, Reynolds Tobacco and General Cigar are in consecutive programs in NBC-TV's Saturday night lineup for next fall *(Bonanza, Tall Man, Deputy).* Protection will be accomplished by staggering the major-minor commercials so there's no problem by today's standards. But even that much proximity would not have been tolerated in earlier days. It's certainly a long way from the mid-1930s when Lever Bros. demanded and received a full hour's protection—for all Lever products, whether being advertised or not—on each side of its *Lux Theatre.*

YOU MAY NEVER FIRE THE OLDEST GUN*—

BUT... WKZO-TV Puts You "On Target" In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(February, 1960)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	59,600	37,800	61%	39%
Noon-3 p.m.	73,900	57,200	56%	44%
3 p.m.-6 p.m.	68,000	61,600	52%	48%
Sun. thru Sat.				
6 p.m.-9 p.m.	158,200	90,600	63%	37%
9 p.m.-Midnight	130,500	67,700	65%	35%

**A German, Berthold Schwartz, is generally credited with constructing the first guns in 1313.*

When it comes to straight-shootin' market dominance, few television stations can stand up to WKZO-TV.

There are more than 600,000 television homes (NCS No. 3) in the WKZO-TV coverage area, including Kalamazoo and Grand Rapids, *two of America's 51 fastest growing markets.* WKZO-TV has daily nighttime circulation in 64% of these homes. And finally, in the Kalamazoo-Grand Rapids Area, WKZO-TV delivers more homes than Station 'B' in 387 of 454 competitive quarter hours surveyed, Sunday through Saturday (NSI — February, 1960).

Remember, for all the rest of outstate Michigan worth having, add WWTV to your WKZO-TV schedule. *If you want it all, give us a call!*

AM—TV—FM

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

FINDING THE RIGHT TV SPOKESMAN

That's the job of the casting director at major ad agencies

A good tv advertisement is not just "copy." It is also the selection of the best face, voice and personality to represent a corporation or product.

While tv billings continue to spiral and the output of commercials increases, the competitive demands of advertisers to find the "image" spokesman or the "just right" personality has imposed a new demand on agencies. Many of the bigger shops are now operating their own casting units of experts trained and knowledgeable in talent selection.

Coupled with a drive to continually improve commercial quality, the constant search for talent has made the casting director an integral part of most large agencies. In the context of years spent in advertising and the number of commercials cast, a few such casting directors have emerged as leading talent scouts in their new trade.

Some of them are:

Evelyn Barnes Peirce at J. Walter Thompson. Miss Peirce came to Compton from the theatre in 1943 as director of daytime radio. She joined the tv field in 1948, served as associate producer with Willis Cooper on tv drama *Volume One*; executive supervisor, *Showtime USA* (for Dodge on ABC-TV). She joined J. Walter Thompson in 1955 as casting director. She directed in summer theatre for eight years.

Nan Marquand at BBDO. A former Broadway actress who has appeared in such shows as "Kiss & Tell" and "I Remember Mama." She acted in radio and in television but "unfortunately never in commercials." She's also the casting director her colleagues say ought to cast herself in commercials as she's the perfect "type" for a role.

Ruth Levine at Benton & Bowles. Initially in production work, then with CBS in program coordination, Miss Levine joined Benton & Bowles in 1956 as casting director. She's pert and petite and is known for her memory of faces and names in the talent field.

Chuck Kebbe at Ted Bates. He's been casting director at Bates since May 1954, had been in the theatre as well as in tv and radio. In tv, his main areas were as writer, producer and director.

Lucile Mason at Compton. She was at ABC in promotion writing and as an assistant director on shows. She joined Compton as assistant casting director in 1951.

Lucy Sokole of Young & Rubicam. She became casting director only last year at Young & Rubicam after a five-year stint as copy supervisor at the agency—a total background of 12 years. Unlike most of her colleagues Miss Sokole is advertiser-oriented and knows something about theatre. Other casting directors are mostly theatre-oriented individuals who know something about advertising.

But it's not only ability that's placed the casting director in the ascendancy at the major advertising agency. There's the practical dollars and cents reason. A client in television is investing a lot of his money. It's an investment that the casting director of necessity, must help protect. A hit tv show gets the people inside the tent but the commercial has to sell them.

Chuck Kebbe at Bates puts it this way: "Basically, we seek salesmen." And this search never seems to have a beginning or an end. Mr. Kebbe, for example, estimates he auditioned roughly 1,560 persons and interviewed some 1,250 in 1959, though he only hired 450 people during the entire year.

Output ■ The output continues to mount. At BBDO, Miss Marquand reports more than 80 commercials were produced by the agency for the first three months of this year. In the same period a year ago the figure was 67. The same thing is true of other agencies. For example at Compton about 90 commercials of all lengths were turned out in the first six months of last year. In the same period of this year 155 were produced.

At major agencies, the agencies themselves cast every commercial.

In a field where there are always exceptions, not every commercial is meant to be a hard-hitting sales message. Some are supposed to entertain the viewer as well as sell the product.

There's "no season on commercials," comments Miss Marquand. Commercial production is a steady flow. To meet its demands for talent, the casting department keeps voluminous files.

Talent Source ■ New talent comes from agents, from correspondence sent to the agency and from personal visits. No casting office will discourage hopefuls— "at Y&R we see everybody who asks," Miss Sokole notes—but neither can it offer encouragement. "We get thousands. Where they all come from we do not know."

Each casting director has a different appraisal of why there are so many people looking for a spot on a tv commercial. Some of the reasons expressed: (1) decline in live tv drama, (2) actors

Casting session ■ Chuck Kebbe (c), Ted Bates casting head goes over scripts and story boards with tv commercial "stars" Dick Callinan and Rita Hayes. Miss Hayes' credits include Fab commercials with Ed Sullivan and Sudden beauty preparation commercials (via Whitehall). She's an ex-singer with bandleader Vincent Lopez. Mr. Callinan's credits include Colgate dental cream and Schmidts' beer. He also appeared in "Operation Petticoat."

no longer feel tv commercial work is degrading, (3) the money is good and getting better, (4) many female Broadway hopefuls who came to New York years ago failed to find their niche, married and now are "coming back" to show business via the lucrative and shorter-termed tv commercial route.

Mr. Kebbe says it's "no longer a matter of just pretty girls to go with pretty things" in tv commercials but a search for "commercial stars."

The search in commercial casting is for actors who are, able to adjust to the business of selling emotional ideas and possess a strong and warm personality "plus the strength to get through the restrictions" (such restrictions in tv as rigidly of the medium and of little time to do the job).

Run Through ■ This, it's explained, is what makes Rex Marshall so highly respected (and paid) in the field. Mr. Marshall has been known to run through without a fluff as many as 16 different commercial scripts for a product in a single evening.

An "exciting" experience in casting can be earned by any one of the directors in the business full-time. Mr. Kebbe cites preliminary work with Joyce Gordon whom he helped in her climb to prominence (BROADCASTING, May 16). Miss Mason at Compton estimates she's seen some 2,000 babies over her nine-year career in the search for new Ivory babies (the latest Ivory baby, Jill Robin Lewis, already has earned enough to permit her to go to college on the residuals). Miss Mason has cast more than a dozen Ivory babies during this period of years.

Miss Levine has an extremely good memory. She recalls that three years after an interview with a woman puppeteer the woman was hired (chiefly of course because she kept dropping a note to Miss Levine periodically). It was all that was needed to prompt her memory.

It's not only a business for memory but also one made up of anecdotes. Miss Marquand once used Vanderbilt Ave. sidewalks near Grand Central (and BBDO) to audition a group of young roller skaters for a Campbell commercial. Miss Pierce when she first started at JWT hired a baby and her mother off the street in front of the Graybar Bldg. (the agency's headquarters on Lexington Ave.) because of the baby's good looks and appetite for French Instant Mashed Potatoes. Miss Mason about three years ago played piano for 55 Calypso singers when auditioning for a Drene shampoo radio jingle.

Some Shows Cast ■ Three of these agencies continue to cast a few programs, holdovers from the years when several radio shows were cast and produced by agencies. Compton casts *Guiding Light,* which is on CBS-TV five times weekly (at one time the agency cast four radio serials for Procter & Gamble alone), Y&R still casts *Brighter Day* for P&G, and Benton & Bowles has the casting chore for *Edge of Night.*

Perfect type ■ That's the way her colleagues describe Nan Marquand (r) casting director at BBDO. They say she ought to cast herself in tv commercials. The former Broadway actress and a commercial star hopeful check scripts before an audition-like interview at the agency's studio.

Not every agency, of course, works the same in the casting business. While some (Benton & Bowles and BBDO, for example) work with the producer from storyboards, other agencies use different approaches. But in any event, the casting department seeks the best talent available, and each agency has its own objectives. Compton for example is on a lookout for that Ivory "Look" in the girl leads for their soap commericals.

A value to the agency of the casting director: To bridge the gulf between a competitive commerce and a sensitive art. The top casting director must be able to understand and sympathize with talent yet be fully aware of the agency's need for commercial personalities who can sell. (The super sales-type personality announcer can make upwards of $50,000 a year.)

The casting director is the trigger the commercial producer pulls once concept and storyboard are prepared. The casting department's leg work includes interviewing prospects, auditions (often three to four for every role being cast but sometimes up to 25 for some parts).

No Cattle Calls ■ The sentiment among the six casting directors interviewed is against "cattle calls." As it's expressed in the field, the cattle call is a general call to round up certain types—for example, "get me five mothers, six teen-agers and two little blonde-haired kids fast." Instead each role is carefully selected through auditions.

Each of the agencies' casting departments is well staffed. The total varies from the three people at BBDO and at Benton & Bowles to the seven at JWT, Compton or Young & Rubicam.

Agencies today keep cards and data

on prospects and on talent who have appeared. The extensive JWT file system is centralized at Miss Peirce's desk. There are all types of forms with notations showing a talent's move from application to job handling. Miss Marquand keeps a similar system going. There are not only thousands of names and facts on file but pictures of the talent, too.

In addition to the search for regular talent for routine commercial activity, the casting director hires name talent for endorsements (sometimes print and/or tv) and more often a name spokesman on specials (for example, Betsy Palmer for Westclox).

This department must make checks on whether or not talent has paid union dues (it's sticky if he hasn't); must clear dates and times for talent to appear at the studio or location, and must relay confirmation to the commercial's producer. Often it's necessary for the casting director to negotiate with name talent as well as to compute for those who work for scale.

Demands are so great on the casting director to keep up with new, potential talent that various practices have been devised to keep pumping a flow of data into casting offices.

For this reason, most agency casting officers are regular theatre goers on a continual lookout for new and different talent. (At most agencies, theatre attendance for the casting expert is part of the job. And it's paid for by the agency.)

Nan Marquand, for instance, to avoid some of the pressure of continual talent searching has scheduled two hours each Friday morning to interview applicants. Each applicant gets five minutes at the BBDO studio. Thus, she can see as many as 24 people in the one morning.

As in any part of the agency or tv business, the casting director's job can become a shotgun affair. For example, an air date is quickly set—and as it has happened—an audition is set for that same day with the shooting date scheduled for the day following.

■ Business briefly

Time sales

Prince's plunge ■ Prince Macaroni Mfg. Co., Lowell, Mass., has launched a saturation radio campaign of 2,235 announcements per week in New England markets. Each station carrying Prince schedules will be broadcasting a spot for its macaroni products or Heat 'N' Serve Italian foods every 15 minutes throughout the 18-hour broadcast day, seven days a week. The spot schedule is in addition to sponsored 5-minute newscasts. Ten stations in five markets are being used. Agency is S.E. Zubrow Co., Philadelphia.

Kellogg 'plans' ■ Kellogg Co. (cereals), Battle Creek, Mich., adds new *Mister Magoo* film series to group of properties (*Huckleberry Hound, Quick Draw McGraw*) in prime time periods on tv stations in over 100 markets starting in fall. Series, for which 26 half-hour programs are currently in production, supplements high-rated Kellogg package bought on spot tv basis. Contract was negotiated by Henry G. Saperstein, president of Television Personalities Inc. UPA Pictures Inc. continues production of animated series. Agency: Leo Burnett Co., Chicago.

More 'Witness' buys ■ Knomark Inc. (Esquire shoe polish), Brooklyn, and Schick Inc., Lancaster, Pa., have bought the remaining alternate-week half hours of CBS-TV's *The Witness* dramatic series (Thur., 7:30-8:30 p.m.), which begins on Sept. 29. Agencies are Mogul Williams & Saylor, N.Y., for Knomark and Benton & Bowles, N.Y., for Schick.

Gas-house ■ American Gas Assn. (through Lennen & Newell) has bought half of an NBC-TV rerun anthology which began last Tuesday, July 5, 8:30-9 p.m. The series runs until fall, alternating as *Gas Company Playhouse* and *NBC Playhouse* (the latter yet unsold).

Dan'l Boone ■ Movie actor Dewey Martin has been signed by Walt Disney Productions to play Daniel Boone in a projected series on the frontiersman's adventures. William H. Anderson will be the producer.

Up from supporting ranks ■ *Pete & Gladys* offshoot story from the *December Bride* plot, starts on CBS-TV in the fall (date to be announced) on Mondays, 8-8:30 p.m. EDT, sponsored by Carnation Co. (through Erwin, Wasey, Ruthrauff & Ryan) and Goodyear Tire & Rubber Co. (Young & Rubicam). Starring secondary characters from the elder series (which also is continuing in the fall), *Pete & Gladys* is written by Parker Levy and Bill Manhoff and produced by Mr. Levy. Cara Williams and Henry Morgan star.

National gets Colts ■ National Brewing Co. (National Bohemian beer), Baltimore, is understood to have signed for half sponsorship of full 12-game schedule of Baltimore Colts professional football team over Mutual on Sunday afternoons, starting Sept. 25 and ending Dec. 18. Agency: W.B. Doner & Co., Baltimore. Under MBS' format for special events and sports, remaining half is available for sale locally.

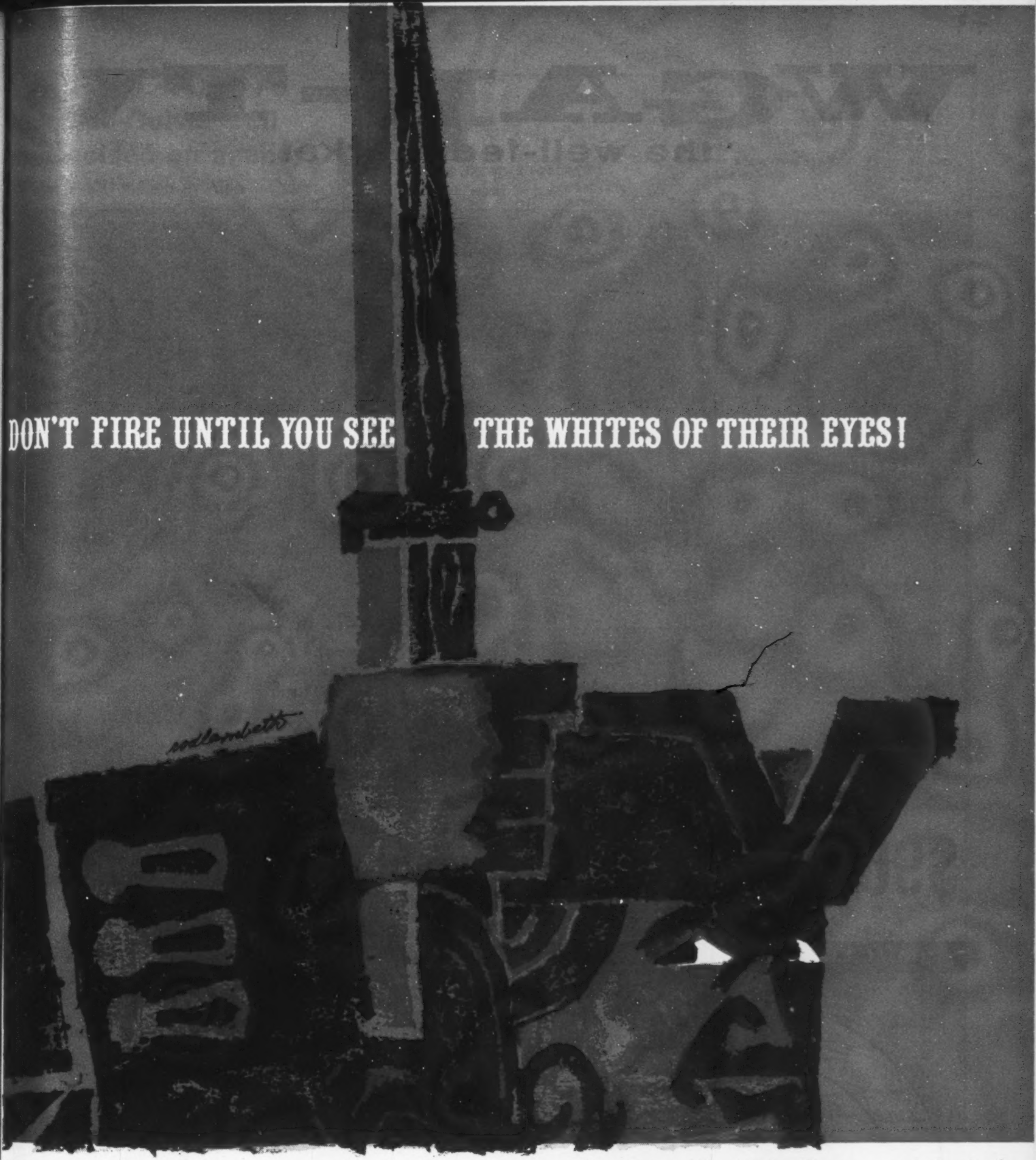
Agency appointment

■ Toyota Motor Distributors has named Compton Adv., L.A., as agency in charge of the $750,000 advertising account. The new Toyota line will be competitive with Volkswagen and Renault.

■ Swift & Co., Chicago meat packer and $15 million advertiser (with perhaps $4 million in tv), appoints Dancer-Fitzgerald-Sample to handle its canned meats account. McCann-Erickson will continue to handle bulk of company's other products.

Kentucky Kings
Kentucky Kings
Kentuck

Big new sponsor ■ Wide ID and network saturation is in full swing for Brown & Williamson's newest brand in a campaign that will share in an estimated $30 million annual budget, 80% of the six-brand figure in broadcast. Featuring an all-tobacco filter (finely ground "plug"), Kentucky Kings will dominate the B&W spot pool in big-smoking markets with a filter story the advertiser and agency Ted Bates & Co. believe fits easily into eight seconds. The new brand is featured on several half-hours Brown & Williamson has on tv now, the NBC-TV convention-election coverage and four new shows in the fall, *Checkmate* on CBS-TV, *Surfside 6, Stagecoach West* and *Naked City*, all on ABC-TV. *Wanted, Dead or Alive* continues for the tobacco firm next season on CBS-TV. Other B&W brands on the air are Viceroy, Kool, Raleigh, Life and Belair. Allegedly containing 25% more tobacco than other filter cigarettes, Kentucky Kings caught on in 10 weeks of testing in Florida and Texas and in Louisville, the manufacturer's home town.


DON'T FIRE UNTIL YOU SEE THE WHITES OF THEIR EYES!
rodlambert

Those were Putnam's words at the battle of Bunker Hill, June 17, 1775. Those muskets had a message for the British . . . and it was a message that got through! We think there's a lesson here. First, aim your fire and then get the best dispatcher you know to carry it, be it muskets or a radio station. Balaban Stations are famous for carrying messages direct to the buyer. On a Balaban Station, your message rides on top-flight programming, strong, popular personalities and keen selling "know-how". Day in, day out, the message gets through with Balaban—couriers par excellence.

THE BALABAN STATIONS in tempo with the times. John F. Box, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

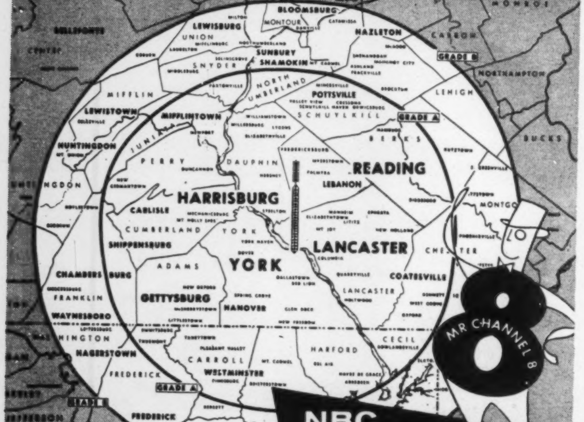
Sold Nationally by Robert E. Eastman & Co., Inc. / Sold Nationally by the Katz Agency

WGAL-TV

the well-fed market

THE BETTMAN ARCHIVE

$968,282,000 food sales



MULTI-CITY TV MARKET
WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
LEWISBURG
MONTOUR
HAZLETON
UNION
CARBON
BELLEFONTE
CENTRE
SUNBURY
SHAMOKIN
SNYDER
GRADE B
NORTHAMPTON
NORTH UMBERLAND
POTTSVILLE
MIFFLIN
LEHIGH
LEWISTOWN
MIFFLINTOWN
SCHUYLKILL
GRADE A
JUNIATA
BERKS
HUNTINGDON
BUCKS
PERRY
DAUPHIN
READING
LEBANON
HARRISBURG
CARLISLE
CUMBERLAND
YORK
LANCASTER
SHIPPENSBURG
CHESTER
ADAMS
YORK
CHAMBERSBURG
COATESVILLE
FRANKLIN
GETTYSBURG
LANCASTER
WAYNESBORO
HANOVER
WASHINGTON
HAGERSTOWN
CECIL
CARROLL
HARFORD
WESTMINSTER
FREDERICK
GRADE A
GRADE B
FREDERICK
HOWARD
LOUDOUN
MONTGOMERY
MR CHANNEL 8
8
NBC and CBS
316,000 WATTS

The people in the WGAL-TV coverage area appreciate and buy the good things in life. This Channel 8 station delivers an audience greater than the combined audience of all other stations in its coverage area—*and at less cost.*

(see ARB or Nielsen surveys).

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

WADE RE-COURTS

Alberto-Culver still undecided on agency

Some $20 million in Alberto-Culver broadcast advertising billings was still without an agency last week.

The big fortune was Alberto-Culver's estimated $10 million-plus tv business officially cut adrift from Wade Adv. July 1 but apparently still being wooed by the agency as of Thursday in a series of power plays that stirred Chicago's Michigan Avenue.

Alberto-Culver executives were tied up in a series of conferences stemming from (1) Wade's re-pitch for the account, and (2) the prior choice of another agency from the ranks of Leo Burnett Co., Tatham-Laird, Compton, Clinton Frank and other agencies in Chicago.

Charles Pratt, A-C advertising manager, said Wednesday that the company had reviewed several presentations, but had encountered "certain differences of opinion" on the actual selection. He reported Thursday that an agency had been "chosen" and would be announced momentarily.

As a buffer to the possibility of losing the Culver account—or about half all its billings—Wade reportedly was in contact with the Toni Co. Div. of Gillette Co. in a direct pitch for its cosmetics business, now serviced principally by North Adv. and Clinton E. Frank, which inherited Prom and White Rain from Tatham-Laird, (that move was seen in some trade circles as the preamble for T-L's gaining the Alberto-Culver account). Burnett was understood to withdraw for unvolunteered reasons.

Despite official termination of the Culver-Wade relationship, no wholesale dismissals had taken place at Wade as of Thursday, doubtless pending final outcome of the placement of the lucrative account.

The Culver account represents a goodly share of an estimated $30 million billings loose or shaky in Chicago the past fortnight, about two-thirds in broadcast media. First development was Simoniz' appointment of Dancer-Fitzgerald-Sample to handle its $5 million account separated from Young & Rubicam (BROADCASTING, July 4). There also has been speculation that Toni is considering more account switches apart from the Tatham-Laird-to-Frank transfer.

Alberto-Culver's apparent termination of its relationship with Wade caught the agency by surprise, even though it was known the client had been reviewing presentations from several agencies. It also surprised the trade, inasmuch as Wade was credited with helping Culver achieve a phenomenal sales track record within the relative short span of half a dozen years, largely through use of television (BROADCASTING, Oct. 19, 1959). A-C's estimated annual volume is about $50 million in the highly competitive cosmetics field.

Wade currently bills about $25 million, with 80% in broadcast media, the bulk of that in tv. Projected to year's end, Culver's account was said to represent about $12-13 million in overall billings, with approximately $10 million in television.

ARB

TOP 10 NETWORK PROGRAMS

Tv report for May

Rank		Rating
1.	Gunsmoke	40.9
2.	Wagon Train	39.3
3.	Red Skelton Show	34.8
4.	Father Knows Best	32.4
5.	Danny Thomas Show	30.8
6.	Real McCoys	30.3
7.	77 Sunset Strip	30.1
8.	Garry Moore Show	29.8
9.	Price is Right	28.9
10.	Phil Silvers Special	28.7

Rank		No. viewrs (000)
1.	Gunsmoke	39,690
2.	Wagon Train	38,770
3.	Red Skelton Show	31,730
4.	Father Knows Best	31,330
5.	Real McCoys	29,900
6.	Phil Silvers Special	29,850
7.	Danny Thomas Show	29,720
8.	Ed Sullivan Show	28,015
9.	77 Sunset Strip	27,475
10.	Dennis the Menace	26,460

Copyright 1960 American Research Bureau

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending June 5, 1960

TOTAL AUDIENCE†

Rank		No. homes (000)
1.	Gunsmoke	17,040
2.	Summer on Ice	15,956
3.	Wagon Train	15,368
4.	Have Gun, Will Travel	13,922
5.	Red Skelton Show	13,650
6.	77 Sunset Strip	13,063
7.	Ed Sullivan Show	12,882
8.	Garry Moore Show (10 p.m.)	12,430
9.	Danny Thomas Show	12,340
10.	Ford Show	12,294

Rank		% homes*
1.	Gunsmoke	38.2
2.	Summer on Ice	35.8
3.	Wagon Train	34.7
4.	Have Gun, Will Travel	31.3
5.	Red Skelton Show	30.7
6.	77 Sunset Strip	29.6
7.	Ed Sullivan Show	28.9
8.	Thrills of 1960 Circus	28.2
9.	Garry Moore Show (10 p.m.)	28.0
10.	Danny Thomas Show	27.6

AVERAGE AUDIENCE‡

Rank		No. homes (000)
1.	Gunsmoke	16,182
2.	Summer on Ice	12,927
3.	Have Gun, Will Travel	12,701
4.	Red Skelton Show	12,566
5.	Wagon Train	11,707
6.	Garry Moore Show (10 p.m.)	11,481
7.	Danny Thomas Show	11,210
8.	Ford Show	10,984
9.	Garry Moore Show (10:30 p.m.)	10,848
10.	77 Sunset Strip	10,667

Rank		% homes*
1.	Gunsmoke	36.2
2.	Summer on Ice	29.0
3.	Have Gun, Will Travel	28.5
4.	Red Skelton Show	28.2
5.	Wagon Train	26.4
6.	Garry Moore Show (10 p.m.)	25.9
7.	Danny Thomas Show	25.1
8.	Ford Show	24.6
9.	Garry Moore Show (10:30 p.m)	24.4
10.	77 Sunset Strip	24.2

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 8:30-9 p.m.

Ford Show (NBC-186): Ford (JWT), Thur. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Garry Moore Show (CBS-160): S.C. Johnson (NLB) and Pittsburgh Plate Glass (BBDO) alternating in first half, Kellogg (Burnett) and Polaroid (DDB) alt. in second, Tue., 10-11 p.m.

Price Is Right (NBC-158): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

Phil Silvers Special (CBS-174): Carling (B&B), Sat., May 7, 9-10 p.m.

Real McCoys (ABC-148): P&G (Compton), Thur. 8:30-9 p.m.

Red Skelton Show (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue. 9:30-10 p.m.

77 Sunset Strip (ABC-174): Amrican-Chicle, Whitehall (both Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Ed Sullivan Show (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Summer on Ice (NBC-198): Brewers Foundation (JWT), Thur., June 2, 9:30-10:30 p.m.

Danny Thomas Show (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

Thrills of 1960 Circus (CBS-121): Top Value Enterprises (C-M), Fri., May 27, 9-10 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty), (National Biscuit Co. (M-E), Wed. 7:30-8 p.m.

Fm rep starts 20% agency commissions

Western Fm Sales, Los Angeles representative of 16 fm stations, has announced an increase in commission from 15% to 20% for all recognized advertising agencies, effective today. "15% no longer provides adequate margin to agencies for the purchase of media on behalf of their clients," Bj Hamrick, general manager, explained.

Miss Hamrick credited Doug Anderson, partner in Anderson-McConnell, Los Angeles agency, with inspiring the action in an address made at the annual Broadcast Producers Awards Luncheon of the Hollywood Advertising Club (BROADCASTING, Feb. 22). At that time Mr. Anderson stated that the most valuable contribution broadcasters could make to agencies would be to increase their commissions.

"My feeling is," Mr. Anderson said, "with a commission hike agencies could afford to raise their salary levels and the media departments in particular could be staffed by more competent personnel. The optimum situation of course is where a buyer is so wise in buying broadcast time that he buys with a minimum of error at a maximum in results. Thus, if advertising works better, the broadcaster would have even less sales costs than he currently has. From a utopian standpoint, broadcast time probably should not be sold. It should be bought—carefully, wisely and with minimum error."

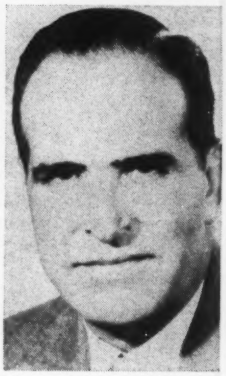
Noting that fm rates are relatively low in relation to other broadcast media, Miss Hemrick pointed out that some agencies cannot afford the specialized copy and campaigns needed to take full advantage of the specialized fm audience on present commissions.

West Coast merger with Grant

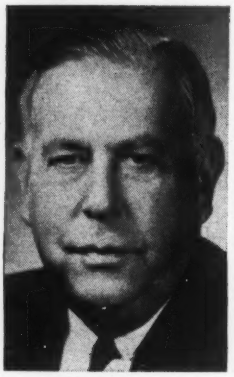
Robinson, Fenwick & Haynes, pioneer West Coast agency, will merge with Grant Advertising on Aug. 1, according to a joint announcement today (July 11) by Elwood J. Robinson, president of RF&H, and Eliott Plowe, president of Grant. The merger adds more than $4 million in billing to Grant's international total of over $90 million and will give Grant a West Coast billing of nearly $10 million.

Mr. Robinson will become executive vice president of Grant, in charge of operations in Southern California, and RF&H vice presidents David R. Fenwick, John W. Haynes, Robert C. Neuman and Lee Laufer will become vice presidents of Grant. John M. Cody, manager of Grant's Hollywood office, will continue as vice president and account supervisor for the Dodge Dealers of Southern California and other accounts; Robert L. Dellinger, vice president and account supervisor of Grant-Hollywood, will continue in that capacity. The Grant Hollywood staff will move to 1111 Wilshire Blvd., Los Angeles, present headquarters of RF&H, some time in the fall, after additional space has been remodeled for them.

No account changes and no changes in personnel are expected as a result of the merger, Mr. Robinson said. National and regional RF&H accounts moving to Grant include: Breast 'O Chicken Tuna, Packard Bell Electronics, Firestone Tire & Rubber Co.'s Guided Missile Div., California Dried Fig Advisory Board, Los Angeles Dept. of Water & Power, Loma Linda Food Co., Leo's Quality Foods and a division of the Schick Safety Razor Co.



MR. PLOWE



MR. GRANT

MR. ROBINSON

Also in advertising

One-siding question ■ With entry of client Aluminum Co. of America into sidings (for homes, other buildings), Fuller & Smith & Ross, N.Y., and the Ruberoid Co., N.Y., are terminating their relationship the end of this year because of product conflict.

Advertiser honored ■ Southern California Broadcasters Assn. presented a recognition award to the House of Sight & Sound, San Fernando Valley retail record and stereo equipment center, for "consistent and creative use of radio, proving the effectiveness of radio through the exclusive use of the medium." The advertiser currently sponsors 30 program segments per week on KMPC, KLAC and KGIL, all Los Angeles. Its agency is Tilds & Cantz, that city.

New agency ■ S.I. (Chick) Rosenfeld has formed his own advertising agency, bearing his name, at 7316 Colgate St., St. Louis 30. For 34 years he was with Shaffer Brennan Margulis Adv., a partner for 13 years. New telephone number is Parkview 5-0801.

Grey merger ■ Grey Adv., New York, and L.H. Hartman Co., New York, are merging. Announcement from Grey noted that $4 million will be added to Grey's billing, which now is estimated at $52 million. Hartman's only account active in radio-tv is Grand Union Stores, which buys spot radio-tv.

Name change ■ With the retirement of Jim Daugherty, the name of Horan-Daugherty Inc., St. Louis advertising agency, has been changed to Winfield Adv. Agency Inc., according to President J.J. Horan. The new name was adopted to allow for additions to key personnel without affecting the companys' corporate identity, Mr. Horan said. It will entail no change in address or personnel.

Latinized ■ The Jingle Mill Inc., N.Y., producer of singing commercials, plans to enter Latin American markets with Spanish language jingles. According to Mort Van Brink, president of the company, several contracts have been signed with radio stations in the border sections of Texas to provide singing commercials to the Spanish speaking population of that state and in neighboring Mexico.

444
MADISON AVENUE
Office For Rent

300 square feet with private entrance available in Tower of Premium Building.

This space divided into two offices.

CALL:
PLAZA 5-9236

Some allegedly overheard comments about television

(with a very transparent device at the end)

We've been peering over shoulders with our ear to the ground and slightly dampened finger to the wind while keeping a weather eye peeled on the horizon, and wish to report the following items.

- A lady, seeking public alms, described her plight: "My baby has no bed to sleep in." "Tch, tch," said the case worker, "how do you manage?" the lady answered, "We have to use The box the television came in."

- Two well-heeled gentlemen were waiting for a train. Said one, "The television commercial *I* want to see is one where the forces of evil—all those ugly bacteria—overwhelm the medicine. Man—think of the bacteria they'd sell."

- Man watching tv: "Can't stand those short commercials somebody's thought up. Hardly give you time to get the refrigerator door open, let alone find a bottle opener."

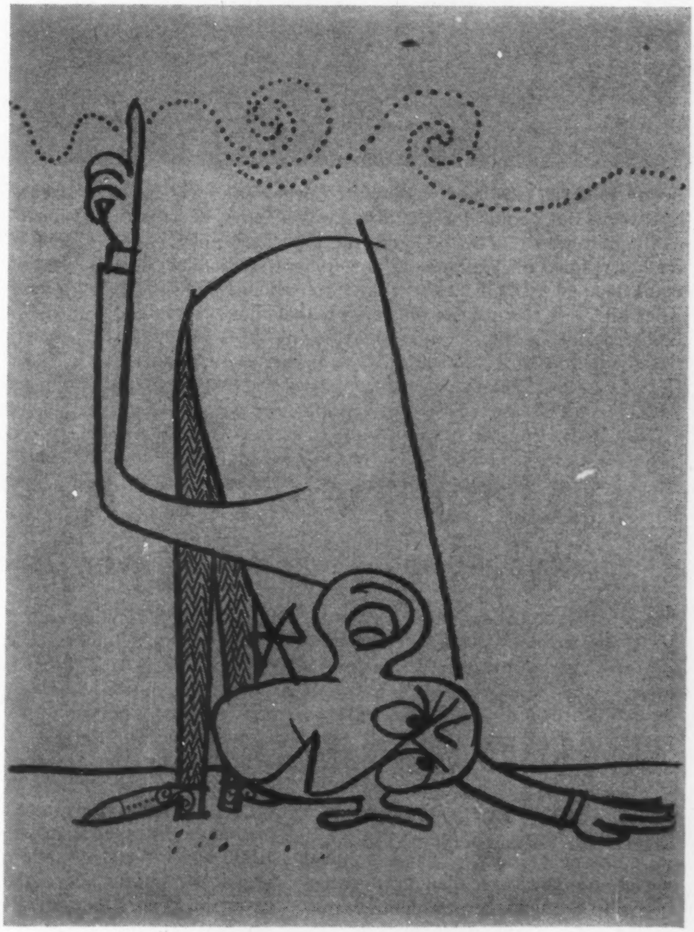
- Sign in a grocery: We don't handle Brand X.

- Overheard at the Katz Agency: "More than half of Iowa's 775,950 tv homes are in the WMT-TV area."

- Overheard in three consecutive ARB's: "An average of more than half of the tv homes in the WMT-TV area are tuned to WMT-TV."

- Overheard at CBS: "WMT-TV, Channel 2, is CBS Television for Eastern Iowa."

- Overheard at the post office: "Why don't they say mail address Cedar Rapids?"



Scene is set ■ The Sports Arena in Los Angeles was quiet last week. But behind the partitions was a flurry of activity as radio and tv networks and stations and others were readying tons of equipment. By tonight (Monday) the equivalent of a small city will have moved in—3,042 delegates and 1,467 alternates plus almost that many wives and other family members, and 16,600 accredited representatives of the broadcast and print news media. The auditorium has seats for 3,150 delegates and pages and 950 working newsmen. The balcony holds 11,500 spectators, about 1/20th of the number trying to get seats last week. In the arena are platforms to support tv and other cameras, high above the delegates. Behind the balcony are booths for tv and radio networks. On the lower level are network operating quarters, where pickups from roving cameras and microphones will be received. Each of the three networks—ABC, CBS, NBC—has spent an estimated $250,000 in constructing and equipping its working space. Add costs for MBS, the stations, the Democratic Party, telephone company, print media and news services and the total will top $1 million—all to be demolished and equipment moved July 15 to Chicago for the GOP convention.

RADIO-TV AT L. A. BATTLE SCENE

Broadcast army poised to cover Democratic convention events

A small army of broadcasters, proud of its record of election year public service to its audience of American voters, stands ready to surpass past performances this week in Los Angeles, where the Democratic National Convention opens today to signal the start of what promises to be the hottest presidential election year campaign since 1948.

Compared to the televised political convention coverage that year—when television brought the presidential nominating conventions to an audience estimated at 10 million and first became an important factor on the national political scene—the three tv networks and their affiliates this year expect a possible total audience of 120 million—12 times the 1948 figure.

Broadcasters have marshalled a total work force of nearly 1,500 correspondents, technicians, editors, cameramen and other specialists—the networks 1,000 and individual stations and other broadcast entities more than 400—to cover this week's doings in Los Angeles. Then after a little more than a week's time for the logistics of shifting people and equipment across-country they'll be ready to do it all over again when the Republican National Convention opens in Chicago July 25.

As in past national election years, the public service rendered to the country and its voters and the prestige that thus accrues to the networks and the broadcasters will be offset by heavy losses resulting from the wide margin between costs of coverage and revenues received. In 1956, the networks alone had combined losses of $5 million for conventions coverage and although they were unable last week to estimate anticipated losses, the figure was expected to exceed that of four years ago.

A Good Outlook ▪ One of this year's sunny spots in convention coverage is that television, with three sets of conventions under its belt, will be in much better position to attract—and keep—the voter-viewer by selective coverage of high-spot and sidelight convention events rather than the gavel-to-gavel coverage that turned many viewers in past years from their sets.

Broadcasters also have another good reason for high optimism during the conventions and the following four-months scramble down to the Election Day wire next Nov. 8:

For the first time their presentation of political candidates on news and panel shows will be exempt from the equal time requirements of Sec. 315. And the chances also are excellent that the House next month will follow the Senate in approving a resolution that would suspend Sec. 315's equal time provisions altogether this year in the case of presidential and vice presidential nominees, thus giving broadcasters a chance to present the nominees selected at this month's conventions without having to give valuable time to audience-boring nominees of numerous splinter parties.

Here are some of the plans the networks and broadcasters will use in convention coverage:

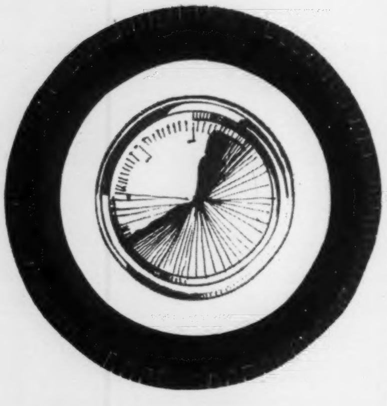
CBS-TV & CBS Radio ▪ CBS will have a force of more than 300 correspondents, technicians, editors, cameramen and others in the midst of the convention frays. The network has been planning technical coverage for 14 months and in February made specific assignments to correspondents. Work crews started setting up equipment in Los Angeles and Chicago in the spring

ABC PGM
CBS PGM
NEMO 1
NEMO 2
NEMO 3
NEMO 4
AIR
HUNTLEY
BRINKLEY
POOL
BOOTH 1
STUDIO

NBC planners ▪ Before moving the network's news headquarters to Los Angeles, NBC News executives built a mock-up of the network's Convention Central to work out operational plans. Here Jack Sughrue, senior director, standing in the mock-up control room, explains a technicality to William R. McAndrew, NBC news vice president, who is seated in the administrative control room and facing the on-the-air control room at right, and to Reuven Frank, producer, seated behind Mr. McAndrew. NBC's Convention Central will control all of the network's coverage.

ABC planners ▪ The top command of ABC convention coverage at Los Angeles comprises (l to r) Francis N. Littlejohn Jr., director of news and public affairs; Donald G. Coe, director of special events and operations; John Daly, ABC vice president in charge of news, special events and public affairs, and Thomas Velotta, vice president and executive producer of convention coverage.

CBS team members ▪ These are some of the more than 300 CBS News staffers covering the Los Angeles convention. In the middle is Nancy Hanschmann. In front center is John F. Day, CBS News vice president. Counterclockwise from Mr. Day are Walter Cronkite, Charles Kuralt, Larry LeSueur, Stuart Novins, Dallas Townsend, Robert Trout, Richard C. Hottelet and Douglas Edwards.



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backed by 33 years of
responsible broadcasting

at convention halls and party headquarters.

The network's 40-odd correspondents and reporters have been deployed to keep everybody covered who might make news. Walter Cronkite will continue his anchor man role as in 1952 and 1956 to handle the 28-camera coverage. Edward R. Murrow and Howard K. Smith, head CBS News Washington correspondent, will analyze significant developments.

In Los Angeles, Bill Downs will dog Adlai Stevenson's footsteps, Paul Niven will follow Sen. Stuart Symington, Charles von Fremd and Blair Clark will go with Sen. John F. Kennedy, Harry Reasoner will be with Sen. Hubert H. Humphrey and Nancy Hanschman will tag after Sen. Lyndon B. Johnson. Lewis Shollenberger will cover Democratic National Chairman Paul Butler.

In Chicago, Wells Church will accompany Vice President Richard Nixon, Tom Costigan will be with Gov. Nelson Rockefeller and Lewis Shollenberger and George Herman will cover Sen. Thruston Morton, GOP national chairman.

Other CBS newsmen will cover delegations from specific geographical areas or states. Ron Cochran will cover color and features and Elmo Roper will provide opinion analysis. CBS News reporters will use the new four-pound, self-powered "Eyewitness" camera (plus a shoulder-slung 15-pound battery) on the convention floor and outside the hall three mobile units will roam the streets with Ernest Leiser, Neil Strawser and Bill Downs. Vice President John F. Day will handle the central news desk and CBS News President Sig Mickelson will formulate strategy and operations.

CBS-TV reported that all non-interconnected affiliates will receive special one-hour film digests of the network's coverage of both conventions. The digests will be flown to the stations for use the following day. The special films will be prepared in New York from CBS News' coverage of the conventions.

NBC-TV & NBC Radio ■ NBC's *Today* show has been transported lock, stock and Dave Garroway in what the network claims is the biggest cross-country move of people and gear for any single tv program to cover the Democratic sessions in Los Angeles. Included are Frank Blair, Martin Agronsky, Joyce Davidson and Burr Tillstrom (and Jack Lescoulie joins the NBC-TV series when it moves to the GOP convention in Chicago starting July 25).

Today's accompanying production staff includes 50 writers, technical directors and engineers. *Today* will originate from specially-constructed studios in both cities and will be telecast live from 7-9 a.m. EDT in both Los Angeles and Chicago. Taped recaps of important events of the day before will be presented as highlights on *Today*. The show also will tape interviews with key figures after each day's sessions for telecast next day. Most of *Today* will be live, however.

NBC, too, will assign specific men to specific tasks, personalities or groups. At the convention hall control center will be NBC News Vice President William McAndrew and News & Public Affairs Director Julian Goodman, along with producer Reuven Frank, operations manager Elmer Lower. For tv coverage, Chet Huntley and David Brinkley will occupy the anchor booth over the floor. On the floor itself will be Merrill Mueller, Frank McGee, Martin Agronsky, Herb Kaplow (Los Angeles) and Sander Vanocur (Chicago). Richard Harkness and Lee Hall will be on roving assignment and Bill Henry will cover the platform.

Other tv news shows will be *Texaco Huntley-Brinkley Report* and *Edwin Newman Reporting*.

Radio shows will include *News-on-the-Hour* and *Emphasis*. Morgan Beatty and Robert McCormick will be newsmen in the anchor booth, with Russ Tornabene producing. On the floor will be Robert Abernathy, Peter Hackes, James Hurlbut and Bryson Rash. Ed Arnow will handle a mobile unit in Los Angeles and Sam Saran in Chicago.

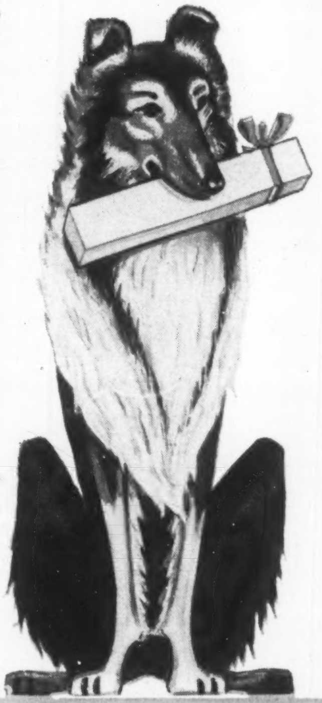
Special assignments: Sander Vanocur to Sen. Kennedy, Arthur Barriault to Sen. Symington, Joseph Harsch to Mr. Stevenson, Ray Scherer and Lesley and Elizabeth Carpenter to Sen. Johnson and Rep. Sam Rayburn. Herb Kaplow to Vice President Nixon, Bill Ryan to Gov. Rockefeller and Ray Scherer to President Eisenhower. Others will cover state and area delegates.

ABC-TV & ABC Radio ■ ABC-TV and ABC Radio have scheduled a combined total of more than 42 hours of convention coverage from Los Angeles and Chicago, with a staff of some 350. The broadcast schedule gets underway tonight (July 11) at 8 p.m. EDT.

John Daly, ABC vice president in charge of news, special events and public affairs, will head the operation. Mr. Daly will be assisted by executive producer Thomas A. Velotta, vice president for special projects, who will have charge of over-all production and planning. In the news operation, Mr. Daly has assistance from Francis N. Littlejohn, ABC director of news and public affairs, who will supervise news content of all programs; from Donald G. Coe, director of operations and special events, in charge of arrangements and logistics, and from Marshal

IN CENTRAL WEST VIRGINIA

Clarksburg Fairmont Morgantown



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John J. Laux, Exec. V-P. — AT 2-6265
Represented by Avery-Knodel, Inc.

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KODE-TV

CHANNEL 12

28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.

D. T. Knight, General Manager — MA 3-7260
Represented by Avery-Knodel, Inc.

JOPLIN, MISSOURI

WRGP-TV

CHANNEL 3

More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.

Harry Burke, General Manager — OX 8-1505
Represented by H-R

CHATTANOOGA, TENNESSEE

WRDW-TV

CHANNEL 12

Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.

Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.

AUGUSTA, GEORGIA

WBOY-TV

CHANNEL 12

A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.

Roger Garrett, General Manager—MAin 4-7573
Represented by Avery-Knodel, Inc.

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of responsible broadcasting

(Sonny) Diskin, chief tv director for the conventions.

ABC will use special small cameras to move into caucuses and council rooms, regular cameras to cover the normal news centers and crash units, mobile units and long-range cameras to focus on events outside the convention hall.

Mr. Daly's team of more than 30 reporters includes Quincy Howe, Edward P. Morgan, Bill Shadel, John Secondari, Don Goddard, John W. Vandercook, John Edwards, Robert Fleming, Charles Ashley, Paul Harvey, Virgil Pinkley, William Winter and Erwin D. Canham. ABC News will also have four newswomen at the conventions: Ruth Hagy, Helen Jean Rogers, Peggy Whedon and news editor Mary Laing.

Handling the video "pool" for the tv industry at the Democratic convention, ABC will have six tv cameras to feed the pool shots to all networks. These scenes will be fed into the pool control room directly behind the speakers rostrum and adjoining the ABC studios. There the pool director and producer will select the one picture to be fed to all networks. ABC-TV will have an additional 25 or more cameras at each city.

Mutual ■ *Convention Review and Preview* programs (Mon.-Fri. July 11-15, 25-29) 9:35-10 a.m. EDT. *Convention Wrap-up* programs (Mon.-Fri. July 11-15, 25-29) 11:35-12 midnight EDT. Actual convention business coverage may delay this nightly feature.

About 50% of the network's scheduled news shows will originate at the conventions. Two special convention forecast programs are scheduled for the Sundays preceding the meetings, July 10 and 24 (8:05-8:30 p.m. EDT).

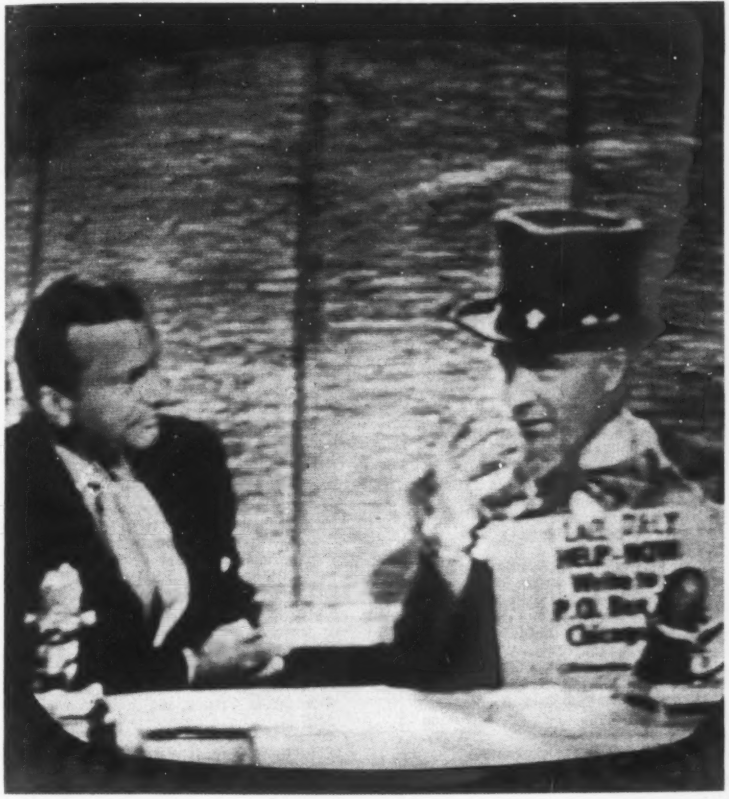
On hand in L.A.

More than 400 individuals and organizations have been accredited to cover the Democratic National Convention in Los Angeles. The following, furnished by the Democrats last Thursday, is a preliminary list and does not necessarily include all broadcast representatives accredited to the convention. Nor does it include major radio and tv networks.

Individual Stations (in state & city order)

WRLD Alexander, Ala.—J.C. Henderson
WATV Birmingham, Ala.—Stann Vainrib
WANA Anniston, Ala.—Bill Giddens
WAAX Gadsden, Ala.—F.F. Lacleon
WETO Gadsden, Ala.—C.L. Graham
WSFA Montgomery, Ala.—Bill Henry
WPID Piedmont, Ala.—Hank Smith
KFQD Anchorage, Alaska—Lynn C. Thomas
KOY Phoenix, Ariz.—Jack Williams
KRUX Phoenix, Ariz.—Joe Patrick
KTAR Phoenix, Ariz.—John Harrington
KTAR Phoenix, Ariz.—James Loper
KFSA Ft. Smith, Ark.—Donald W. Reynolds
KEZY Anaheim, Calif.—Art Kevin
KPAS Banning, Calif.—Don Metzger
KGEI Belmont, Calif.—Carl Lawrence
KCBH Beverly Hills, Calif.—John J. David
KAMP El Centro, Calif.—Robert E. Baker
KMAK Fresno, Calif.—Walt Novell
KMJ-TV Fresno, Calif.—Dean Mell
KIEV Glendale, Calif.—Allin Slate
KAVL Lancaster, Calif.—Jack Hill
KNEZ Lompoc, Calif.—David F. Cassidy
KBCA Los Angeles—Jack Staudt
KBIG Los Angeles—Larry Berrill
KCOP-TV Los Angeles—Baxter Ward
KDAY Los Angeles—Mel Leeds
KFI Los Angeles—Kerwin Hoover
KFWB Los Angeles—Bill Crago
KGBS Los Angeles—Bill Thompson
KHJ Los Angeles—L. F. Mawhinney
KLAC Los Angeles—James McNamara
KMPC Los Angeles—Hugh Brundage
KFPK (FM) Los Angeles—Gene Marine
KNX Los Angeles—Barney Miller
KPOL Los Angeles—Lewis K. Irwin
KRCA-TV Los Angeles—John H. Thompson
KRLA Los Angeles—Bill McMillan
KTLA (TV) Los Angeles—George Lewin
KTTV (TV) Los Angeles—Bill Welsh
KUSC (FM) Los Angeles—William Sprague
KSFE Needles, Calif.—Frank Strauss
KDIA Oakland, Calif.—Walter Conway
KWKW Pasadena, Calif.—Robert Griffin
KACE Riverside, Calif.—Ray Lapica
KDUO Riverside, Calif.—Howard Hodgins
KCRA-TV Sacramento, Calif.—Tom Breen
KXTV (TV) Sacramento, Calif.—Hank Thornley
KCBR San Bernardino, Calif.—Mike Perlman
KRNO San Bernardino, Calif.—John Quimby
KFMB-TV San Diego, Calif.—Ray Wilson
KFSD San Diego, Calif.—Pat Higgins
KGB San Diego, Calif.—Jim Brown
KCBS San Francisco—Don Mozley
KEAR San Francisco—Dick Palmquist
KFAX San Francisco—Ed Salzman
KGO-TV San Francisco—Robert Healy
KPIX-TV San Francisco—Jere D. Witter
KNTV (TV) San Jose, Calif.—Roger A. Orr
KNTV-TV San Jose, Calif.—Roger A. Orr
KWIZ Santa Ana, Calif.—E.L. Spencer
KJOY Stockton, Calif.—Joseph Gamble
KOVR-TV Stockton, Calif.—Dr. Alonzo Baker
KCOK Tulare, Calif.—Kenneth R. Clifford Jr.
KTUR Turlock, Calif.—Charles R. Palmquist Jr.
KVEN Ventura, Calif.—Fred M. Hall
KRDO Colorado Springs, Colo.—Sheldon Singer
KOA Denver, Colo.—John Henry
WLAD Danbury, Conn.—Abe Najamy
WTIC Hartford, Conn.—Tom Eaton
WCNX Middletown, Conn.—William J. O'Brien Jr.
WAVZ New Haven, Conn.—George T. Phillips
WSTC Stamford, Conn.—James Elliott
WDEL Wilmington, Del.—Arnold Zenke
WFAN (FM) Washington, D.C.—Richard Eaton
WOL Washington, D.C.—Henry Rau
WTOP Washington, D.C.—Steve Cushing
WWDC Washington, D.C.—Robert E. Robinson
WTAN Clearwater, Fla.—Howard W. Hartley
WSUG Clewiston, Fla.—James H. Broadwell
WCKT (TV) Miami—Wayne Farriss
WTVT (TV) Tampa, Fla.—Crawford P. Rice
WSB Atlanta, Ga.—Ray Moore
WJBF Augusta, Ga.—J.B. Fuqua
WLYA Gainesville, Ga.—John H. Bennett
WMAZ Macon, Ga.—Howard Absalom
WBIE Marietta, Ga.—James M. Wilder
KGMB-TV Honolulu, Hawaii—Robert W. Sevey
KNDI Honolulu, Hawaii—Jim Ownby
WJBC Bloomington, Ill.—Timothy R. Ives
WGN Chicago—A.C. Field Jr.
WJJD Chicago—Ralph Blank
WMBI Chicago—Ed Ronne
WSMI Hillsboro, Ill.—Hayward Talley
WKAN Kankakee, Ill.—Robert J. Hawkins
WHBF-TV Rock Island, Ill.—Bill Ellison
WTAX Springfield, Ill—Bill Miller
WOWO Ft. Wayne, Ind.—Harold M. Cessna
WPTA Ft. Wayne, Ind.—Oliver Miller
WFBM Indianapolis, Ind.—Robert Gamble
WNDU South Bend, Ind.—Bob Young
WTHI Terre Haute, Ind.—Joe Higgins
KCRG-TV Cedar Rapids, Iowa—Craig Tenney
WMT Cedar Rapids, Iowa—James Shirek Jr.
WHO Des Moines, Iowa—Jack Shelley
KIOA Des Moines, Iowa—Russell Lavine
KRNT-TV Des Moines, Iowa—Russ Van Dyke
KWWL-TV Waterloo, Iowa—Warren Mead

The political broadcasting law in action



There's still enough of the federal equal time law left to produce situations like the one pictured above. At government direction Lar Daly, wearing an Uncle Sam suit and a sign soliciting funds, was given a half-hour of national television exposure.

Mr. Daly appeared on NBC-TV's *Jack Paar Show* last Thursday night after the FCC, by a 5-1 vote, decided he was entitled to equal time as a rival to Sen. John Kennedy for the Democratic presidential nomination. Sen. Kennedy had appeared on the program June 16.

During his performance, Mr. Daly advocated isolationism and a nuclear war against the Communist countries—the platform on which he has historically campaigned. He told the audience several times that the choice was "America first or death."

"I frankly appeal for your dollars," he said.

He said he had requested facilities at the Democratic convention and that a delegate was prepared to put his name in nomination "if I give the consent."

At one point Mr. Paar, noticing Mr. Daly's costume, asked: "Is this trick or treat tonight?"

Mr. Daly concluded his appearance by saying: "God bless the FCC."

The FCC ruling to which Mr. Daly paid his respects found that as a legally qualified candidate he was entitled to the same amount of time Sen. Kennedy had occupied during his June 16 appearance. The *Jack Paar Show,* the commission ruled, was not a news program and hence not exempt from the equal time provisions of Sec. 315, the political broadcasting law.

FCC Chairman Frederick Ford dissented. He said he was not convinced that Mr. Daly was a legally qualified candidate.

In the same week the FCC unanimously ruled against other petitions of Mr. Daly for equal time on (1) NBC-TV's *Today* because of an appearance by Sen. Stuart Symington and (2) CBS-TV and NBC-TV because of news conferences featuring Harry Truman, Sen. Kennedy and Sen. Lyndon Johnson. The FCC unanimously ruled that all those appearances were news broadcasts and therefore exempt from equal time requirements under the 1959 amendments to Sec. 315.

Mr. Daly, during most recent election years, has been a frequent petitioner before the FCC for equal time. An FCC decision granting him time during the Chicago mayoralty race last year was one of the principal reasons cited for the congressional vote to amend the law. The amendment removed news broadcasts, news interviews and coverage of news events from the equal time requirement.

A further, but temporary, modification of Sec. 315 is now pending in the House. Before recessing for the political conventions the Senate adopted a resolution suspending all provisions of Sec. 315 for presidential and vice presidential candidates during the 1960 election. The resolution awaits House action after the convention recess.

KOFO Ottawa, Kan.—Bill Dahlsten
KTOP Topeka, Kan.—Merle Blair
WIBW-TV Topeka, Kan.—Thad M. Sandstrom
KFH Wichita, Kan.—George Doyle
WVLK Lexington, Ky.—Charles Drew
WHAS Louisville—Bill Small
WNOP Newport, Ky.—James Long
WAFB-TV Baton Rouge, La.—Tom E. Gibbens
WAIL Baton Rouge, La.—Elayn Hunt
WDSU New Orleans—Bill Monroe
WBAL Baltimore—Galen Fromme
WCBM Baltimore—Edward T. Fenton
WINX Rockville, Md.—J. Stanton Boteler
WHIL Boston-Medford, Mass.—Sherwood T. Tarlow
WNAC Boston, Mass.—Leland C. Bickford
WHRB-FM Cambridge, Mass.—James F. Flug
WALE Fall River, Mass.—George L. Sisson Jr.
WJDA Quincy, Mass.—James D. Asher
WORC Worcester, Mass.—Budd Clain
WUOM Ann Arbor, Mich.—E. G. Burrows
WJBK-TV Detroit—John T. Dempsey
WJR Detroit—William Sheehan
WXYZ Detroit—Thomas V. Waber
WSWM East Lansing, Mich.—John A. Matters
WOOD Grand Rapids, Mich.—Richard Cheverton
WKZO Kalamazoo, Mich.—Tom Gaston
WJIM Lansing, Mich.—H. F. Gross
WTTH Port Huron, Mich.—Ronald E. Mires
WSAM Saginaw, Mich.—Emmett Robinson
WCCO Minneapolis—Jim Bormann
WCTN Minneapolis—Sheldon Peterson
KCMO-TV Kansas City—Jim Monroe
WDAF Kansas City—Bill Leeds
KMOX-TV St. Louis—Spencer M. Allen
KSD-TV St. Louis—Fran Eschen
KXLF-TV Butte, Mont.—Fanney N. Litvin
KRVS Lexington, Neb.—Richard Hewitt
KOLN-TV Lincoln, Neb.—Byron Krasne
WOW Omaha, Neb.—James M. McGaffin
KRAM Las Vegas, Nev.—Alan Jarlson
WDCR Hanover, N.H.—Harold G. Levenson
WPRP Princeton, N.J.—Bruce G. Dunning
KQEO Albuquerque, N.M.—Ed Pennybacker
WPTR Albany, N.Y.—Jerry Cartledge
WJTN Jamestown, N.Y.—J.M. Dawley
WVIP Mt. Kisco, N.Y.—Richard K. Doan
WLIB New York—Harry Novik
WMCA New York—R. Peter Straus
WNEW New York—Martin Weldon
WNTA New York—Jerry Johnson
WOR New York—George Brown
WPIX (TV) New York—Walter D. Engels
WFBL Syracuse, N.Y.—David Mendelsohn
WBT Charlotte, N.C.—Joseph M. Bryan
WSOC Charlotte, N.C.—Carroll B. McGaughey Jr.
WTVD (TV) Durham, N.C.—Jack Williams
WTOB Winston Salem, N.C.—Charles F. Eldridge
WTLC Canton, Ohio—Morton Frank
WLW-TV Cincinnati—Gilbert W. Kingsbury
WERE Cleveland—Art Schreiber
WEWS (TV) Cleveland—George A. Grant
WGAR Cleveland—Arthur Schofield
WJW-TV Cleveland—Warren Guthrie
WBNS Columbus, Ohio—Richard A. Borel
WHIO Dayton, Ohio—Thomas J. Frawley
WONE Dayton, Ohio—Ronald Woodyard

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+BIG AUDIENCE
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WMOH Hamilton, Ohio—Ray C. Motley
WTIG Massillon, Ohio—Richard J. Scholem
WTOL Toledo, Ohio—Oscar Huff
KWTV (TV) Oklahoma City—Bruce Palmer
WKY Oklahoma City—Bob Flournoy
WKY-TV Oklahoma City—Dick John
KTUL-TV Tulsa, Okla.—Bill Reeves
KFLY Corvallis, Ore.—Dave Hoss
KOAC Corvallis, Ore.—Bob Hinz
KEED Eugene, Ore.—Glen M. Stradler
KGW-TV Portland, Ore.—Tom L. McCall
WRTA Altoona, Pa.—Warren Weiner
WLRN Bethlehem, Pa.—Robert Walters
WESB Bradford, Pa.—Joseph M. Cleary
WISR Butler, Pa.—Robert L. Kaufman
WICU (TV) Erie, Pa.—Arthur M. Ingram
WCMB Harrisburg, Pa.—Pete Wambach
WCAU Philadelphia—George E. Lord
WFIL-TV Philadelphia—Robert Nassau
WARM Scranton, Pa.—Donald Stevens
WDAU Scranton, Pa.—Tom Powell
WEJL Scranton, Pa.—Robert R. Flanagan
WILK Wilkes-Barre, Pa.—Roy E. Morgan
WAIM Anderson, S.C.—Wilton E. Hall
WKAZ Charleston, S.C.—Ken R. Kurtz
WTMA Charleston, S.C.—Charles E. Smith
WJMX Florence, S.C.—David N. Thomas
WSPA Spartanburg, S.C.—Walter Brown
WTJS Jackson, Tenn.—Mrs. Earl Midyett
WGNS Murfreesboro, Tenn.—Cecil Elrod Jr.
WKDA Nashville, Tenn.—Roger L. Schutt
WLAC Nashville, Tenn.—Roy A. Smith
WSM-TV Nashville, Tenn.—James E. Drake
KNOW Austin, Tex.—Louis R. Cook
KTBC-TV Austin, Tex.—Paul Bolton
KVET Austin, Tex.—Willard Deason
KSKY Dallas, Tex.—Carle E. McDaniel
KFJZ-TV Fort Worth, Tex.—Bill Camfield
KHOU-TV Houston, Tex.—Dan Rather
KTHT Houston, Tex.—Sam H. Bennett
WOAI-TV San Antonio, Tex.—F.C. McCall
KBYP Shamrock, Tex.—M.W. Yarborough
KCMC-TV Texarkana, Tex.—Walter E. Hussman
KCNT-TV Waco, Tex.—Mrs. Frank Mayborn
KUTV (TV) Salt Lake City—Doug Mitchell
WRVA Richmond, Va.—Jack B. Clements
WDBJ Roanoke, Va.—John M. Patterson
KPUG Bellingham, Wash.—Edward A. Ryan
KRKO Everett, Wash.—Jack Barney
KHQ Seattle, Wash.—Henry E. Portin
KING Seattle, Wash.—Charles Herring
KOMO-TV Seattle, Wash.—Herb Robinson
KTNT Seattle, Wash.—William E. Borah
WSAZ Huntington, W.Va.—Bob Johnson
WECL Eau Claire, Wis.—Steve Henry
WIBA Madison, Wis.—George R. Stephenson
WOKY Milwaukee, Wis.—Don Sherwood
WTMJ-TV Milwaukee—Jack E. Krueger
WCOW Sparta, Wis.—John D. Rice
CFPL London, Ont., Canada—Ward Cornell
XETV (TV) Tijuana, Mexico—Harrison Eagles

Station Groups, News & Programming Services, etc.

Armed Forces Radio and Television Service, Los Angeles—Lother B. Sibert
Associated Press Radio, Washington—W. L. Beale Jr.
BBC, Washington—Douglas Stuart
British Commonwealth International News Film Agency, Washington—George M. Dorsey
Broadcast News Bureau, Washington—F. M. Randolph
CBC, Toronto, Canada—James M. Minifie
Tris Coffin Assoc., Washington—Tris Coffin
Corinthian Broadcasting Corp., New York—Herman W. Land
Deadline Washington, Washington—Joe Phipps
Edward M. Edwin, New York
Fox Movietone News and United Press Movietone News, Washington—Ellen McDonnell
French Broadcasting System, New York—Pierre Crenesse
Connie B. Gay Enterprises, Washington—Connie B. Gay
German Radio Tv Network, Chevy Chase, Md.—Dr. Peter E. Pechel
Granada TV Network—Jeremy Isaac
Italian Radio, New York—Dr. Ruggero Orland
Japan Broadcasting Corp., Washington—Akira Ogata
NEWEH Productions, Hollywood—Norman E. Woodruff
News Assoc., Washington—I. Herbert Gordon
North & West German Radio, Washington—Peter Von Zahn
Drew Pearson, Washington
Radio Free Europe, New York—Horst S. Petzall
Radio Prague, Whitestone, N.Y.—Ludvik Cermak
Radio Press International, New York—William Scott
Rick Spalla Productions, Hollywood—Rick Spalla
Jeff St. John Enterprises, Washington—Jeff St. John
Sims News Bureau, Washington—Edward H. Sims
David Suskind Enterprises, Beverly Hills, Calif.
Telenews-Hearst Metrotone, Washington—Charles E. Shutt
Televideo News, Hollywood—Henry B. Otto
Time-Life Broadcasting, Washington—Robert W. Roberts
Voice of America—Washington—Stan Miller
UPI Radio Bureau, Washington—Julius Fransden
Washington Radio Features, Washington—Chris Sheldon
Washington Reporters, Washington—Harry R. Stringer
Westinghouse Broadcasting Co., Washington—Jim Snyder

NETWORK RADIO & TV CONVENTION SCHEDULES (all times EDT)*

Democratic Convention

Monday, July 11: ABC, CBS (8 p.m.-midnight); NBC (7:30 p.m.-conclusion).
Tuesday, July 12: ABC, CBS (7 p.m.-1 a.m.); NBC (7 p.m.-conclusion).
Wednesday, July 13: ABC (6 p.m.-midnight); CBS (6 p.m.-closing uncertain); NBC (6 p.m.-conclusion).
Thursday, July 14: ABC (8 p.m.-2 a.m.; possibility of 1 p.m. session); CBS (6 p.m.-closing uncertain); NBC (6 p.m.-conclusion).
Friday, July 15: ABC (10 p.m.-11:30 p.m.); CBS (10 p.m.-midnight); NBC (9 p.m.-conclusion).

Republican Convention**

Monday, July 25: ABC (11 a.m.-2 p.m.; 7 p.m.-11:30 p.m.); NBC (11 a.m.-conclusion of organizational meeting; 8:30 p.m.-conclusion).
Tuesday, July 26: ABC (5-7 p.m.; 8-11 p.m.); NBC (8:30 p.m.-conclusion).
Wednesday, July 27: ABC (7:30 p.m.-1:30 a.m.); NBC (8:30 p.m.-conclusion).
Thursday, July 28: ABC (7:30 p.m.-11 p.m.); NBC (8:30 p.m.-conclusion).

* Schedules subject to change depending on convention developments; ending times approximate.

** CBS Radio and CBS-TV schedule not available for Republican Convention.

TAB PAYERS

'Big Show' sponsors climb aboard slowly

A number of advertisers will be aboard the various network convention coverages, but only one network managed a complete sellout of both its tv and radio versions. CBS sold both to Westinghouse in a deal which includes both conventions and elections, plus eight half-hour special reports in between.

NBC-TV sold the last sixth of its tv coverage last Wednesday to RCA. The sale made it a seven-way split among advertisers, comprising Lipton Tea (one-sixth), Brown & Williamson (one-sixth), B.F. Goodrich (one-sixth), Cowles magazines (one-sixth), Bristol-Myers (one-twelfth) and Field Enterprises (one-twelfth). NBC Radio signed Mennen Co. last Thursday to sponsor one-quarter of its coverage, and another

WVEC abc TV

is pleased to announce
the appointment of the

KATZ
AGENCY

as its National Representative

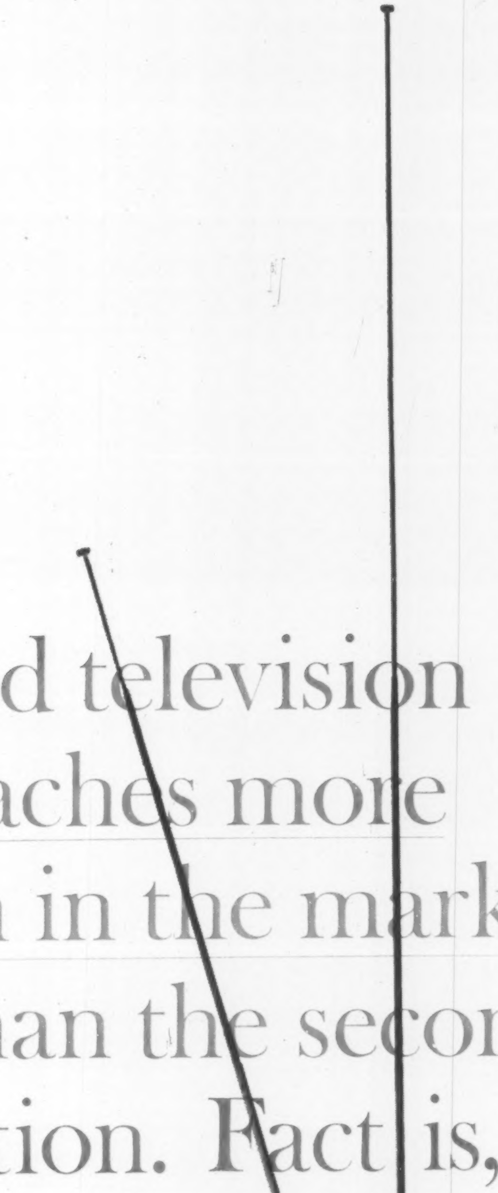
WVEC abc TV CHANNEL 13
NORFOLK • HAMPTON, VIRGINIA

*SERVING VIRGINIA'S NO. 1 TELEVISION MARKET

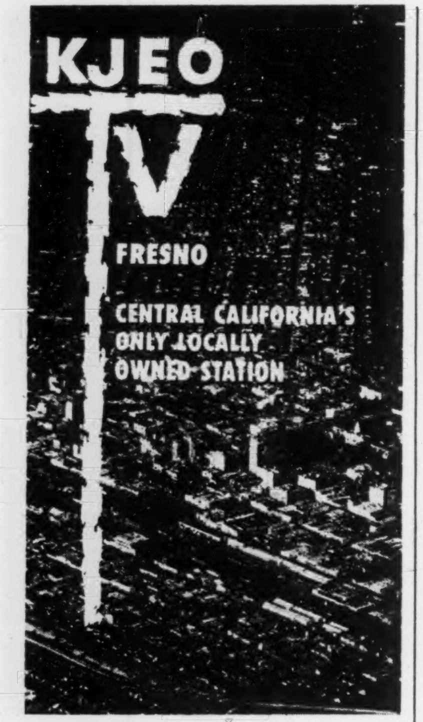
Philadelphians old enough
watch WCAU-TV. Result:
adults more often than any

With 43% more adult quarter
station...98% more than
big spending power is no
the reason advertisers
prefer Philadelphia's major

to know good television
WCAU-TV reaches more
other station in the market.
-hour firsts than the second
the third station. Fact is,
minor matter. That's
who know **the facts of life**
sales force...



*Represented
by CBS Television
Spot Sales
Source: Latest ARB*



ONLY the *only home owned primary network affiliate* can be so at HOME in the *heart* of Central California . . . to program best to get you results *where* they count.*

*Networkwise, of 3 TV stations here, KJEO delivers to this billion dollar market *5 of the top 10 network shows.* Add to this *locally 6 of the top 10 syndicated programs* and you know why this market *looks first to KJEO.*
(Source: Current Nielsen)

Check for yourself, KJEO-TV rates are still right with the lowest. See your H-R Representative now for your prime time buys.

channel 47
KJEO
abc
for
Fresno, California

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm— Commercial Manager
See your H-R representative H-R

quarter to S.C. Johnson Wax Co. The remaining half will be turned over to affiliates for local sale.

ABC-TV sold slightly over 80% of its coverage, roughly half of that to Mutual of Omaha in an eleventh hour sale July 1 (eleventh hour in the sense that the network had promised to turn back to affiliates for local sale all time not sold by that date). The ABC-TV sponsor lineup: Mutual of Omaha (two-fifths), 20th Century-Fox (one-twelfth), Avco Mfg. Corp. (one-twelfth), and DuPont (one-fortieth). ABC Radio turned half of its coverage over to affiliates for local sale and sold the other half to Mennen Co. (also an NBC Radio sponsor).

Mutual sold segments of its convention coverage to Liggett & Myers Tobacco Co. for Oasis cigarettes. That company will sponsor 20 25-minute segments during the convention plus five 25-minute segments on election day. Mutual says the L&M buy amounts to 20% of its convention coverage and that the other 80% will be sold locally by affiliates.

'Lassie' awards

Sumner Long, writer of "The Homing Pigeon" episode of the *Lassie* series on CBS-TV, won first place in the "Lassie $15,000 Writer Awards for Merit" for the 1959-60 season. His award, $5,000, was presented Wednesday (June 29) by Jack Wrather, president of Lassie Productions Inc. Second award, $3,000, went to the writing team of Monroe Manning and Alan Woods for "Lassie, the Mascot." J.E. Selby and Richard Sanville won third prize of $2,000 for "Clementine." Five additional awards of $1,000 each were presented.

Ryder Sound expands

Ryder Sound Services has taken over operation of the dubbing-scoring facilities and stage at California Studio in Hollywood from Roderick, Sound, whose president, Rod Roderick, is retiring. Acquisition of California Studios operation makes four such facilities to be operated by RSS in Hollywood, including two scoring stages at its own Vine St. headquarters and a transfer-dubbing stage at Ziv-United Artists, plus a reciprocal arrangement with Magnapix in New York which provides bi-coastal service for the clients of both companies.

■ Film sales

State Trooper (MCA-TV)

Renewed by Liebmann Breweries, N.Y. (Rheingold Beer) for WNBC-TV New York; Falstaff Brewing for more than 66 markets; Schmidt & Sons, for three states, as well as by Carling's Red Cap Ale; Kroger Supermarkets and R.J. Reynolds Tobacco Co. (Camel and Winston).

Mel-O-Toons (UAA)

(first listing)

Sold to WGN-TV Chicago; WBZ-TV Boston; WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; KPRC-TV Houston; KTVK-TV Phoenix; WTVT (TV) Tampa, Fla.; KGMB (TV) Honolulu; KLAS (TV) Las Vegas; WWLP (TV) Springfield, Mass.; WFPG-TV Altoona, Pa.; KFRE-TV Fresno; WNBF-TV Binghamton, N.Y., and WLYH-TV Lebanon, Pa.

Background: *Mel-O-Toons* is a series of 104 six-minute color animated cartoons based on the 104 most popular children's records. The titles include "Treasure Island," "Cinderella," "Sleeping Beauty," and "The Ugly Duckling."

Now in **14** markets.

The Brothers Brannagan (CBS Films)

Sold to WGN-TV Chicago; KLZ-TV Denver; KFSD-TV San Diego; WCSH-TV Portland, Me.; KOMO-TV Seattle; KGUN-TV Tucson; KOTV (TV) Tulsa; KSL-TV Salt Lake City; KXLY (TV) Spokane; and KOOL-TV Phoenix

Now in **50** markets.

I Led Three Lives, and **Man Called X** (Ziv-UA)

Sold to WISN-TV Milwaukee; WEHT (TV) Evansville, Ind.; WGAN-TV Portland, Me.; WCTV (TV) Talahassee, Fla.; WNBQ (TV) Chicago; WOI-TV Ames-Des Moines; KSL-TV Salt Lake City; KPAC-TV Port Arthur, Tex.; KCOR-TV San Antonio; WNEW-TV New York; WHDH-TV Boston; WESH-TV Orlando-Daytona Beach, Fla.; WSPA-TV Spartanburg, S.C., and WNCT (TV) Greenville, N.C.

I Led Three Lives now in **86** markets, *Man Called X* in **62**.

Highway Patrol (Ziv-UA)

Sold to WISN-TV Miwaukee; WOC-TV Davenport, Iowa; WTVY (TV) Dothan, Ala.; KOVR (TV) Stockton, Calif., and KSOO-TV Sioux Falls, S.D.

Now in **156** markets.

Milestones of the Century (Cinema-Vue) (First listing)

Sold to KCOP (TV) Los Angeles; KPTV (TV) Portland, Ore.; KIRO-TV Seattle; WFIL-TV Philadelphia; WNBF-TV Binghamton, N.Y.; WLYH-TV Lebanon, and WFBG-TV Altoona, both Pennsylvania; WNHC-TV New Haven, Conn.; KFRE-TV Fresno, Calif. and KPLR-TV St. Louis, Mo.

Produced by Pathe News Inc., consists of 365 5-minute segments reporting major news events of the past cov-

How to button up ANY campaign ★ ★

★ ★ ★
TOP ✻
ACCEPTANCE
★ ★ ★
MORE ✻
LISTENERS
than all other stations combined
LOWEST
COST PER ✻
THOUSAND

TOP ACCEPTANCE . . . WCCO Radio, the people's choice. Majority leader for more than 35 years. Only radio station in America voted the coveted Peabody award in 1960!

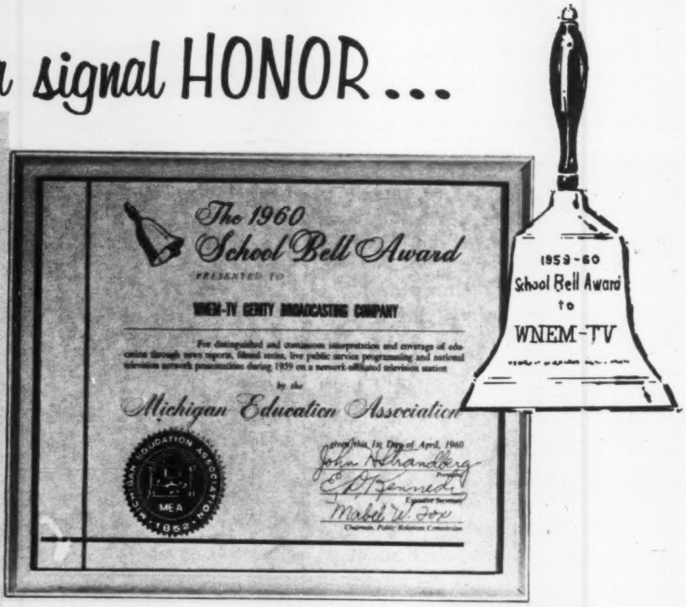
MORE LISTENERS . . . WCCO Radio wins by a landslide. 54.5% share of audience. More votes than all other Minneapolis-St. Paul stations combined!

LOWEST COST PER THOUSAND . . . really down at the grassroots level. Less than one-third the average cost of all other Twin Cities stations. Reach out to 1,022,610 radio families in WCCO Radio's 114-county basic service area. It's the powerful way to button up ANY campaign!

WCCO RADIO
Minneapolis
St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station / Represented by CBS Radio Spot Sales
Source / Nielsen Station Index, March-April, 1960 / Station Total, 6 AM-Midnight, 7-Day Week

a signal HONOR...



1959-60
School Bell Award
to
WNEM-TV

The 1960 School Bell Award

PRESENTED TO

WNEM-TV GERITY BROADCASTING COMPANY

For distinguished and continuous interpretation and coverage of education through news reports, filmed series, live public service programming and national television network presentations during 1959 on a network-affiliated television station

by the

Michigan Education Association

given this 1st Day of April, 1960

John H. Strandberg
President

E. D. Kennedy
Executive Secretary

Mabel W. Fox
Chairman, Public Relations Commission

The Michigan Education Association, at their 1960 representative assembly, cited WNEM-TV "FOR DISTINGUISHED INTERPRETATION AND COVERAGE OF EDUCATION THROUGH NEWS REPORTS, FILMED SERIES, LIVE PUBLIC SERVICE PROGRAMMING AND NATIONAL NETWORK PRESENTATIONS DURING 1959."

channel 5 WNEM-TV
the first TV station to ever
win this AWARD!

. . . another in a **long line** of distinguished **awards** and **honors** bestowed upon WNEM-TV, Eastern Michigan's FIRST VHF STATION.

"This 1959 School Bell Award was received with deep gratitude and appreciation. Please join me in sharing this signal honor, and rest assured that WNEM-TV will always strive to measure up to its responsibilities to our many associates."

Most Sincerely,
James Gerity, Jr.,
President
Gerity Broadcasting Corp.

CHANNEL 5

WNEM-TV
serving
FLINT • SAGINAW • BAY CITY

Represented by Edward Petry & Co., Inc. The Original Station Representative
NBC
Gerity STATION

ered by Pathe, and designed to be used in conjunction with news programming.
Now in **10** markets.

The Mickey Rooney Show (Cinema-Vue)
Sold to WABC-TV New York; KPLR-TV St. Louis; WCKT-TV Miami, and to stations in Sydney, Melbourne, Adelaide and Brisbane, all Australia.
Now in **12** markets.

150 Feature Films (Screen Gems)
Sold to TCN Sydney and HSV Melbourne, both Australia.

Lock Up (Ziv-UA)
Sold to KFYR-TV Bismarck, KMOT (TV) Minot, KUMV-TV Williston, and KDIX-TV Dickinson, all North Dakota; WTVT (TV) Tampa, Fla.; KERO-TV Bakersfield, Calif; KCSJ-TV Colorado Springs - Pueblo, and KTVB (TV) Boise - Nampa, Idaho. Also sold to these advertisers signed to alternate with American Tobacco: Ragu Packing Co., WHEC-TV Rochester; E.W. Edwards & Sons, WSYR-TV Syracuse, and Childs Big Chain Stores, KLTV (TV) Tyler, Tex. Other buyers are Morris Plan Savings Assn., WISH-TV Indianapolis; Economy Food Center, WTVW (TV) Evansville, Ind.; Hiland Dairy, KTTS-TV Springfield, Mo.; and Superior Dairy, KTBC-TV Austin, Tex.
Now in **82** markets.

135 Animated Cartoons (MGM)
Sold to WABC-TV New York.
Now in **25** markets.

13 Columbia Features (Screen Gems)
Sold to WCBS-TV New York and WCAU-TV Philadelphia.

Assignment: Underwater (NTA)
Sold in Los Angeles; Minneapolis; Schenectady; Tampa; San Diego; Jacksonville; Chicago; Salt Lake City; Albuquerque; Colorado Springs; Phoenix; Honolulu; El Paso; Miami; Columbus, Ohio New Orleans; Indianapolis; Portland, Seattle, and Spokane.
Now in over **50** markets.

Manhunt (Screen Gems)
Sold to Drewry's beer, South Bend, Ind., through MacFarland, Aveyard, Chicago, for 16 midwest markets; Genesee beer, Rochester, N.Y., via McCann-Marshalk, N.Y.; for 10 markets in upstate N.Y., and Miles of California (Alka-Seltzer), through Wade Adv., L.A., for 10 West Coast stations.

Bozo the Clown (Jayark Films)
Sold for four markets in Japan, one in Guam, four in the Philippines, two in Australia and 26 in Central and South American countries.
In **131** U.S. and **37** foreign markets.

2 outstanding television stations *(KOAT-TV, Albuquerque, Channel 7, ABC & KVOA-TV, Tucson, Channel 4, NBC)* **choose 1 national sales organization** *(Avery-Knodel, Inc.: National sales representatives, effective July 1, 1960)* **for greater sales in 2 booming markets.**

sold by

AVERY-KNODEL **Offices in:** New York • Atlanta • Dallas • Detroit • San Francisco • Los Angeles • Chicago

KOAT-TV Max A. Sklower, Station Mgr. **KVOA-TV** Fred L. Vance, Station Mgr.

Owned jointly by ALVARADO TELEVISION COMPANY, INC., Clinton D. McKinnon—President and General Mgr.

Check these sales-building points:

KOAT-TV's Metropolitan Area has greater retail sales than markets such as El Paso, Amarillo, Lubbock, to name a few. Population up 78.7% in the last decade.

KOAT-TV is highest rated, 6 p.m. to Midnight, 7 day average (ARB, March) . . . evidence once again of KOAT-TV's commanding audience position.

KOAT-TV telecasts from the Nation's tallest TV antenna—10,851 feet above sea level—with maximum authorized power.

KVOA-TV's home county population has jumped 86% in the past decade—one of the West's Major Markets . . . second fastest growing city, too.

KVOA-TV not only dominates its Metropolitan Area but also delivers more total homes during prime time and 9 a.m. to Midnight, Sunday through Saturday (ARB, March).

KVOA-TV is your "must buy" in Southern Arizona.

FEWER SPECIALS ON TV'S MARQUEE

No new sponsors as old ones experiment with shorter formats

Networks are still busy scheduling next season's extra-schedule television specials, but already it's plain it will be a shrunken season starting in the fall.

No new sponsor names have appeared and the old stalwarts are experimenting with smaller formats, pre-empting half-hours in at least three cases. Numerically, it looks as if there will be roughly half as many specials as in the season just ended, leaving election news pre-emptions out of the count. There were more than 400 specials in the 1959-60 season.

ABC-TV, with fewer than half as many specials as its counterparts, will introduce a trio of new Hollywood faces to the medium. CBS-TV and NBC-TV each has some 60 specials on the books. Both contemplate about half that many more apiece, but few dates are ready yet. Danny Kaye will make his commercial debut on CBS-TV in a one-night stand, and Jackie Gleason returns for two shows. At NBC-TV the news may be more in shows than stars with acquisition of eight David Selznick movie properties for tv remakes, other drama specials under negotiation and the return of Omnibus after a season's absence.

Quickie Specials ▪ Three advertisers are trying a half-hour special format. Four of Equitable Life Assurance's seven shows in the NBC-TV *American Heritage* series will be 30 minutes. Bell & Howell, which is taking its public-affairs account from *CBS Reports* to ABC-TV in the fall, will sponsor 10 half-hours among a total 15 news-public affairs specials. The others will run 60 minutes. General Electric is pre-empting half-hours adjacent to the regular Sunday *GE Theatre* spot on CBS-TV to build public affairs specials. In addition, the sponsor will pre-empt some hours for 90-minute entertainment shows.

Another new pattern may emerge from the scheduling of *All-Family Classics* on CBS-TV, using the same hour on two successive nights. The first of the new series, being produced by Talent Assoc., has been set for 7:30-8:30 Monday and Tuesday nights, Oct. 24 and 25. The story has not been selected, but such standards as *Three Musketeers* and *Kidnapped* are under consideration.

Two-hour pre-emptions will be for such rarities as CBS-TV's "Wizard of Oz" movie and the "Miss America Pageant" on CBS-TV and an NBC opera.

News and public affairs will enjoy greater status in the special class, with campaigns and elections sure to pre-empt a good bit of time throughout the fall and the ambitious *CBS Reports* going on every other week the year-round. General Electric on CBS-TV, Purex on NBC's *Project 20* and scattered other advertisers are investing in what they consider the public interest.

Here are the networks early plans for additions to next season's regular weekly television schedules.

On ABC-TV ▪ Among ABC-TV's attractions, the Debbie Reynolds debut has been sold to Revlon (which is dividing its budget among the networks) and scheduled Thursday, Oct. 27, 9:30-10:30. Hollywood producer William Goetz will star Jeff Chandler in a two-part *Life of David* to be filmed in Israel and telecast in two 60-minute parts (date and sponsorship to be announced). John Wayne will take the 9:30 hour Monday night, Nov. 14 for a special built around his motion picture, "The Alamo," sponsored on ABC-TV by Pontiac. Bing Crosby will be back for Oldsmobile in two variety shows, the first set for 10-11 p.m., Wednesday, Oct. 5, in addition to the *Bing Crosby Golf Tournament* Sunday, Jan. 22, from Pebble Beach, Calif. Victor Borge will appear for Pontiac on ABC this season rather than NBC as last, scheduled Thursday, Oct. 6, 9:30-10:30 p.m.

Plans and dates for the only public-affairs specials yet announced by ABC, the 15 Bell & Howell programs, still are being worked out by the network's News and Public Affairs Department under Vice President John Daly. In the special-events category, the Tournament of Roses parade goes on again Jan. 2 for Quaker Oats.

On CBS-TV ▪ Ingrid Bergman, who made her tv bow on NBC last year, this year is on CBS' schedule for a taped play, *Four and 20 Hours in a*

HARRY BELAFONTE
Two Revlon shows

DEBBIE REYNOLDS
Her tv debut

FRED ASTAIRE
Back for third year

Woman's Life, still unscheduled. Danny Kaye goes on for General Motors Sunday, Oct. 30, 8-9 p.m. Jackie Gleason will return to living rooms with a 90-minute comedy drama and an hour variety show but has no date or sponsor yet. Red Skelton is down for two one hour Timex shows and may do others. Revlon will bring back Harry Belafonte in two hour-long shows. Phil Silvers will do another hour for Carling Brewing Oct. 8 and Art Linkletter will join the special talent.

CBS' *Playhouse 90* is being trimmed to a 4-6 show basis and is being offered for sponsorship. *DuPont Show of the Month* will return Sept. 30 for seven Fridays. The durable "Wizard of Oz" movie will be back Dec. 11 for last year's sponsors, Whitman's and Benrus. Ford is underwriting two 90-minute concerts by Leonard Bernstein and the New York Philharmonic on Sunday afternoons to be selected. Four of the hour-long *Young People's Concerts* by the same orchestra will probably go on Saturday afternoons, but sponsorship has not been settled. U.S. Steel again will augment its alternate-week CBS program with three hour specials.

The new *All-Family Classics* will use up 12 hours altogether for six two-night shows, with Breck signed for half the bill.

CBS Reports, pre-empting an hour of prime time every other week of the year, will lead the network's roster of public service specials, starting in October. Olin Mathieson is an unconfirmed but highly probable sponsor.

Among other new-public affairs programs to go into the schedule later is an hour documentary, *The Hatemongers,* planned for the fall. General Elec-

BING CROSBY
Golf and variety

Still time for

PREMIUM POSITIONS AT REGULAR RATES

BROADCASTING YEARBOOK MARKETBOOK

LISTING ADVERTISEMENTS AVAILABLE ONLY IN THESE "BUYERS GUIDE" DIRECTORIES

- U.S. Radio Stations (am & fm)
- Station Representatives
- Regional Radio Networks, Groups
- Canadian Radio Stations
- Equipment Manufacturers, Distributors
- Equipment Rentals
- Frequency Measuring Services
- Station Brokers
- Talent Agents and Managers
- News Services
- Program Services
- Closed Circuit TV Operators
- Subscription TV Interests
- Research Services
- Public Relations, Publicity, Promotion Services
- Schools
- Consultants
- Book Publishers

YOUR
FREE EDITORIAL
LISTING
HERE

YOUR
SALES MESSAGE
HERE

1"

2"

(OR) 3"

ADJACENCY
GUARANTEED

LISTING ADVERTISEMENTS

Single column (2½") wide by:

1" deep	$50
2" deep	$90
3" deep	$125

Position immediately following your free listing guaranteed.

No production charge for "all type" ads.

Minimum production charges if we supply cuts, etc.

Terms: Net—no agency commission allowed.

FINAL DEADLINE JULY 25

GET MAXIMUM COVERAGE . . .
USE THE INCH TO CALL ATTENTION TO YOUR LARGER SPACE

BROADCASTING
1735 DeSales St., N. W. Washington 6, D. C.

Attached to this coupon is copy for our .... (1, 2 or 3) inch listing advertisement:

(PLEASE TYPE COPY AND ATTACH)

( ) Please send bill to → Firm ....
Address ....
( ) Remittance enclosed ....
Per ....

CALIFORNIA **$325,000**

Top-rated, powerful, low-frequency daytimer in fast growing multiple station market. With 29% down and 6 year payout, this one will pay for itself. Exclusive with Blackburn & Company.

NORTHEAST **$325,000**

Excellent daytime facility in a top 50 market. Operating in the black. $100,000 down and long-payout.

NORTHWEST **$75,000**

Good daytime facility in major market. Has done poorly under absentee ownership. Owner-operator can move in with $10,000 down and liberal payment and make this click. Exclusive with Blackburn & Company.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.
MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

In Roanoke in '60 the Selling Signal is SEVEN...

Many people, much wampum, in Roanoke. Heap big voice is WDBJ-TV, serving over 400,000 TV tepees in Virginia, N. Carolina and W. Va.

Roanoke not get-rich-quick market, but plenty steady. Growing, too! That's why smart ad chiefs are going western . . . Western Virginia, where they'll sell like sixty on seven.

In Roanoke, seven is *WDBJ-TV*. Maximum power, highest tower. Superior programming for braves, squaws and offspring.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia

CBS
TELEVISION
CHANNEL 7

tric is pre-empting its Sunday night half-hours in October and November. The Oct. 2 topic is undecided, but the November 9-10 p.m. time will be given to education, with executive producer Fred W. Friendly and writer-producer Arthur D. Morse of *CBS Reports* assigned to the project. There will be similar 90-minute pre-emptions for longer GE entertainment shows and maybe more public affairs specials in the *GE Theatre*. In special events, CBS again has scheduled the Atlantic City beauty pageant, sponsored half by Philco and smaller portions by others, and the preceding *Miss America Preview* parade of contestants. This hour has not been sold.

On NBC-TV ▪ NBC star-power is still uncertain but could be considerable when Hallmark, Selznick, American Heritage, Dow and other dramas among 100 planned specials have been cast. Rex Harrison and Tammy Grimes will lead off five or more stories to be staged in the *Dow Hour of Great Mysteries*. Judith Anderson and Maurice Evans are filming "Macbeth" for a two-hour *Hallmark Hall of Fame* in the fall, to be followed by five more 90-minute plays. Fred Astaire will be back the third year in an hour for Chrysler, and probably the selection of specials also will include Jerry Lewis, Dean Martin, Jack Paar and Bob Hope.

Aluminium Ltd. is bringing seven hour-long editions of *Omnibus* back to NBC-TV, probably late Sunday afternoons. Additional *Omnibus* shows are being offered to other advertisers. *American Heritage* will be back under Equitable Life Assurance sponsorship, seven shows assorted between three

GE pre-empts GE

GE's pre-emption of its own entertainment half-hour to telecast an informational hour Sunday, Nov. 13, came as a pleasant shock to CBS. The idea for hour insertions next fall in the Sunday 9-9:30 *GE Theatre* was the sponsor's own and could signal a turning of the tide in public-service sales appeal, Robert E. Lang, administrative vice president of CBS News, thinks. He credits such audience successes as Firestone's *Eyewitness to History* (going from special to regular status next season) and Prudential's Sunday *20th Century* with upgrading the reputation of informational programs. Beside public interest programs, GE also will sponsor entertainment specials running over into adjacent hours and half-hours next season.

Now Available for Fall Scheduling

NOTRE DAME FOOTBALL

The 1960 Notre Dame football games are now available in your market . . . ten big audience building hours which allow for ten commercial minutes, featuring the following gridiron action:

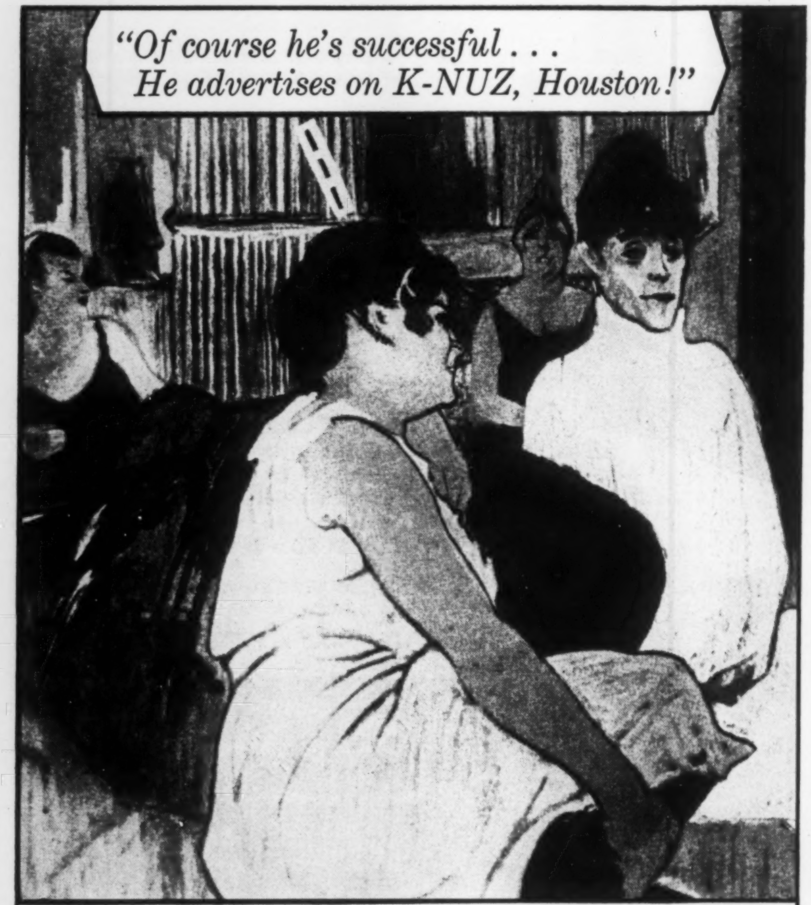
September 24—California
October 1—Purdue
October 8—North Carolina
October 15—Michigan State
October 22—Northwestern

October 29—Navy
November 5—Pittsburgh
November 12—Miami
November 19—Iowa
November 26—So. California

For further information and costs for your market, phone or wire Bradley R. Eidmann, WGN Syndication Sales Manager, Room 1804, 435 N. Michigan Ave., Chicago 11, Illinois, Phone MIchigan 2-7600.

A WGN Syndication Feature IN ASSOCIATION WITH NEWSPIX, Incorporated

Peabody Award Winning Programs Available: "Great Music from Chicago" and "The Blue Fairy"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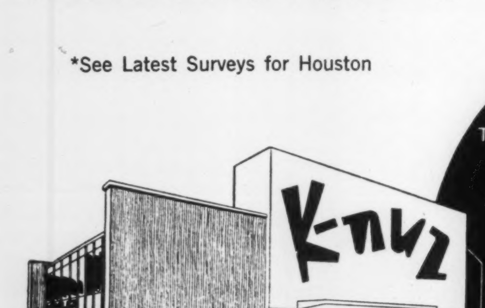

24-HOUR MUSIC AND NEWS

MEMBER OF TEXAS QUADRANGLE

hours and four half-hours. Top Value Trading Stamps will present a 60-minute skating show by the Holiday on Ice troupe, still unscheduled. Purex, which is underwriting two of a planned five-or-more *Project 20* hours, will sponsor five other specials, some of which could turn out to be drama.

Producer Irving Gitlin who moved from CBS to NBC this year will contribute at least a half-dozen documentaries in the public affairs area, and NBC hopes to sell them. The network also may insert an occasional music or service special in the daytime lineup.

Annual attractions of the NBC special list again will include the NBC Opera Co. in its 12th season, with four old and new works ranging from an hour to the two-hour "Deseret" (about Brigham Young) by Leonard Kastle, by the network for Saturday, Nov. 12, 4-6 p.m. The springtime Oscar and Emmy award shows also will be back.

Entries returned in 'suspended' contest

A year-old contest to find and finance new pilots for tv series, announced by Financial Credit Corp., New York (BROADCASTING, May 4, 1959), has been "suspended" according to Bernard L. Goldenberg, who conducted the contest in association with Financial Credit.

The contest, as announced last year, would have paid $100,000 to the first prize winner, $30,000 for second prize, $20,000 for third prize and $1,000 to each pilot accepted for the contest. Mr. Goldenberg said the contest gained interesting response, but that many entries were not sufficiently complete to allow the competition to be held. No payments were made, he said, indicating there are plans to re-shape the contest under new conditions.

Mr. Goldenberg said all but two or three of the submitted pilots had been returned to their owners, and that persons desiring information about their entries can contact him at 1697 Broadway in New York.

Big 10 football

Sportlite, Chicago, announces plans to produce and distribute a 13-week *Big 10 Football* filmed series on a syndication basis starting Sept. 18. The series will feature highlights of Big Ten conference and intersectional games, with Al Levine of Sportlite as producer. The series also will be made available, through William Morris, New York, for network exposure. Program rights were obtained from the Western Conference for an estimated $150,000. The series will be produced in Chicago. Formerly titled *Big 10*

Gee, thanks Mr. Treyz!

RICHMOND LOVES ABC . . . AND WRVA-TELEVISION

FACTS: On May 30th WRVA-Television of Richmond, Virginia, swapped network affiliation with local station B. WRVA became ABC. Station B became CBS.

RESULTS: THE FIRST WEEK — ARB
(Mon. Thru Fri. 7:30—10:30 P.M.)

WRVA TELEVISION SHARE	40.2	MARCH SHARE	25.0
STATION B	30.7		50.0
STATION C	28.7		25.0

Evening-By-Evening Breakdown Available.

THE SECOND WEEK — TRENDEX
(Sun. Thru Sat. 7:30 — 10:30 P.M.)

WRVA TELEVISION SHARE	43.1	MARCH SHARE (ARB)	30.4
STATION B	34.5		46.5
STATION C	22.4		23.1

'NOUGH SAID?

channel 12 WRVA television/abc

Unequal Time for the Delegates from Corinthian

INDIANA
OKLAHOMA
CALIF

When the smoke clears away from the political conventions in Los Angeles and Chicago this summer, someone may well point out that Corinthian's "delegates" were seen and heard in their home areas more than the candidates.

The reason is simple: They went as electronic reporters, complete with cameras and mikes, curiosity and zeal.

In the first major TV-group effort of its kind Corinthian is fielding a 14-man team for convention coverage.

Why go to such expense, when national coverage is on tap at the flick of a CBS switch? Because we want *local* and *regional* coverage to complement CBS's superb national coverage. Because we want to tell an intensive story of our respective state delegations. Because we want to view national events with local eyes.

Each Corinthian station news director, working with his own cameraman, saturated with knowledge of local political situations, interprets events for his specific local audience. Through video tape, sound on film and voice over silent film, we provide audio-visual coverage; through on-the-spot reporting via telephone we fuse TV and radio into one electronic medium. And, at a time when the conventional pattern of convention coverage is to sell station breaks as commercials, we're integrating them with special political reports.

In a special sense, Corinthian is playing politics for all it's worth—the politics of intensive, explicit local news coverage. This is not group journalism. ***It is individual station journalism through group organization.***

Our five TV and two radio stations thus achieve even greater identification with their regional audiences—and vice versa.

Responsibility in Broadcasting

THE CORINTHIAN

Highlights, the program is now in seventh year of syndication. Production formerly was handled by Sports Tv and now-defunct Sportsvision Inc. on the West Coast. Mr. Levine reported anticipated commitments in 50 markets compared with 35 in 1959. Among past regional sponsors: Prudential Insurance Co. of America, Phillips 66, Swift and Co., Ford Dealers and Pure Oil Co.

Program notes

Union Carbide award ■ WISN Milwaukee won Union Carbide Corp.'s seventh annual award for excellence in programming and received a special plaque in conjunction with National Portable Radio Month during ceremonies at the WISN Broadcast Center there June 24. The Hearst outlet was cited for "excellent programming of radio music, news and special features."

Inside the USSR ■ KRON-TV San Francisco has published a booklet documenting the views of two of its reporters who accompanied the city's mayor, George Christopher, on his visit to Russia. Newsreel films of the journey were shown in two half-hour programs and an hour-long roundup. The narration on these programs by George Martin, the KRON-TV reporter who made the trip, was the basis of the book with written comment added on some aspects which had been covered visually in the films. The station reports that an immediate demand developed for the illustrated booklet, especially from students. In addition to special requests some 3,000 copies were mailed to public officials, civic leaders, educators and businessmen in the San Francisco area.

Expose ■ Four newsmen of WSB-AM-TV Atlanta and *The Atlanta Journal* invaded the illegal slot machine dens of North Georgia to present viewers and readers with an expose of the rackets operating in their own back yard. Cameras the size of cigarette packages were used to photograph the players at the machines and the purchase of illegal whiskey.

Fee dispute ■ Victor Borge's former personal manager, Harry D. Squires, is suing the performer for $750,000, which Mr. Squires says is due him in commissions and expenses since 1953 in connection with all Borge appearances, including television. The action was filed in the Supreme Court of New York County.

Arabian nights ■ *Sounds of the East,* an educational cultural series on WGMS Washington, has been fully sponsored for its initial 13-week series. The program is written and produced by William Spencer, lecturer on Middle East politics at George Washington U. and a recognized authority on that region. It has been sponsored locally by KLM (airlines), two local restaurants, a travel agency and American Friends of the Middle East. Composed of commentary on customs and culture of various Arab states, the program features the music of different individual states on each segment. The program budget runs around $200 per

From bums to bankers

Skid Row bums, a lady whose hobby is standing on her head on bar stools and small curly horses with pelts like Persian lamb are among the many guests who have been interviewed on the unusual *News Profile* program on KGW-TV Portland, Ore.

News Profile, shown Sundays 10-10:30 p.m., has progressively minimized "headline" news in favor of short features. However, a capsule treatment of the latest regional, national and international news is included. Next comes a recapitulation of the week's events in a newsreel format and then the features, filmed all over the state, which range from 20-second interviews to 15-minute documentaries. Among the many subjects explored: obscene literature on newstands, sports attendance in Portland, the city's gypsy colony, flying saucers, beatniks, and cigar-making.

Bernie Carey, KGW-TV production manager, is in charge of producing *News Profile.* He claims, "If it's about people, it can be interesting." He originated the show with Vic Collins, account executive with Cole & Weber, Portland, and KGW-TV Program Director Tom Dargan. Northwest Natural Gas Co., a Cole & Weber client, bought the show. Public reception has been so enthusiastic that a survey is underway for expansion of the program into additional markets, the station reports.

Such care is taken assembling the program that an entire documentary was once scrapped because Mr. Carey was not satisfied with the way it turned out. Although this put the show's shooting schedule a week behind, 800 feet of film went into the ashcan. For the two-minute episode featuring the new breed of curly horse, the show's camera team traveled 600 miles to Pendleton, Ore., and back.

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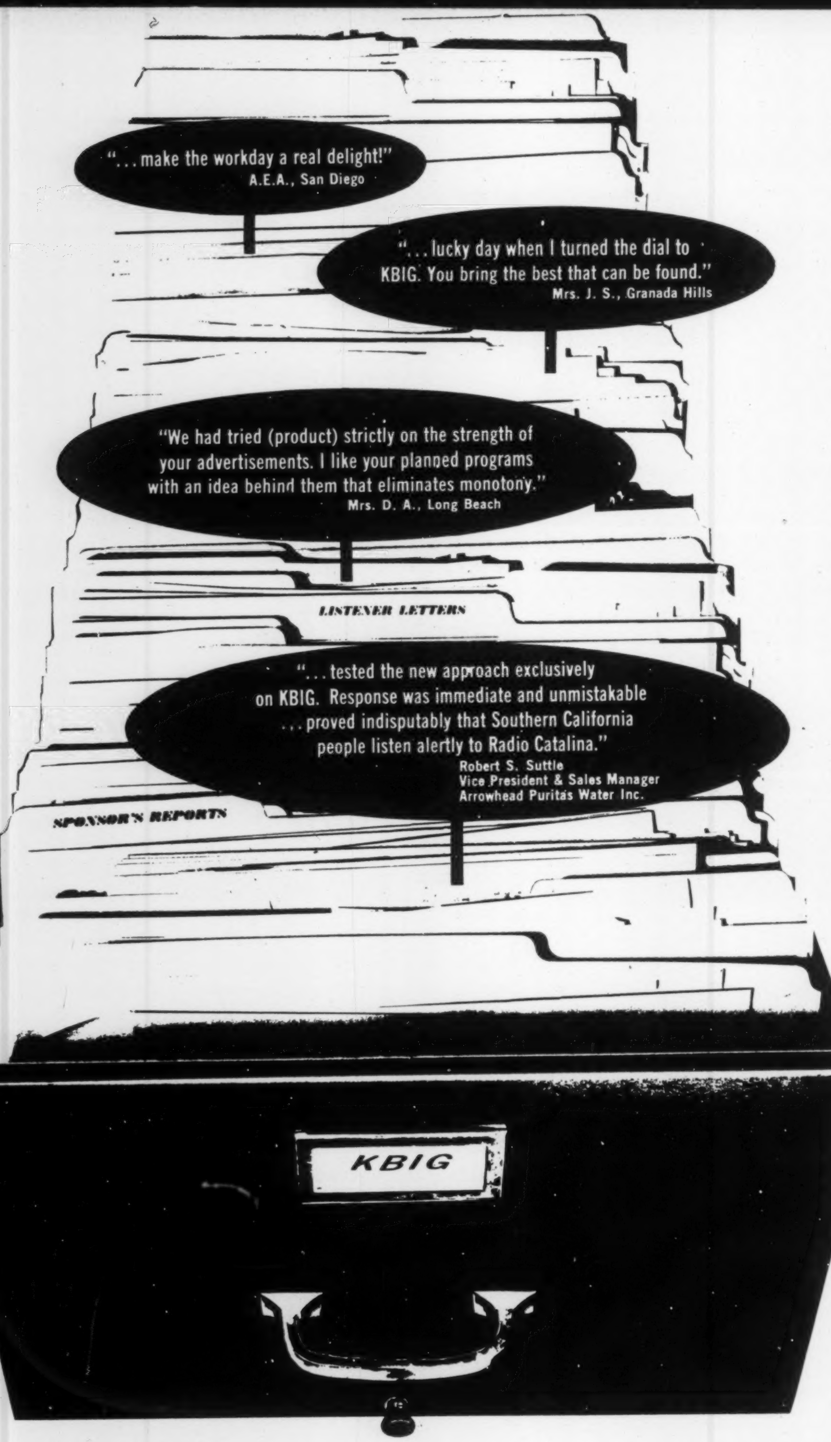
WISH-TV
INDIANAPOLIS *(H-R)*
WANE-AM
FORT WAYNE *(H-R)*
WISH-AM
INDIANAPOLIS *(H-R)*

STATIONS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"... lucky day when I turned the dial to KBIG. You bring the best that can be found."
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week. The United States Information Agency has written a feature on the series and plans to re-broadcast selected programs to the Middle East. *Sounds of the East* is currently featured each Friday on WGMS, 8:15-8:30 p.m. The series is available to other stations on tape through Mr. Spencer, at $55 for 13 programs and $25 for five.

Copyright suit ▪ Columbia Pictures Corp. and its tv subsidiary, Screen Gems Inc., both New York, started a copyright infringement suit against Morris Kleinerman and Cinepix Inc., N.Y., in U.S. District Court there last Tuesday (July 5). Plaintiffs alleged that defendants distributed 13 cartoon films owned by Columbia and SG to television without authorization. They asked for an injunction to halt further distribution and recover negatives and positives of the films, and requested $250 for each infringement.

ABC-TV's silent treatment ▪ ABC-TV is scheduling *Silents Please* as a summer replacement for Ernie Kovacs' *Take A Good Look* on Thursday (10:30-11 p.m.), starting Aug. 4. Films starring Rudolph Valentino, John Barrymore, the Gish Sisters, W.S. Hart, Buster Keaton, Charlie Chaplin and others will be shown.

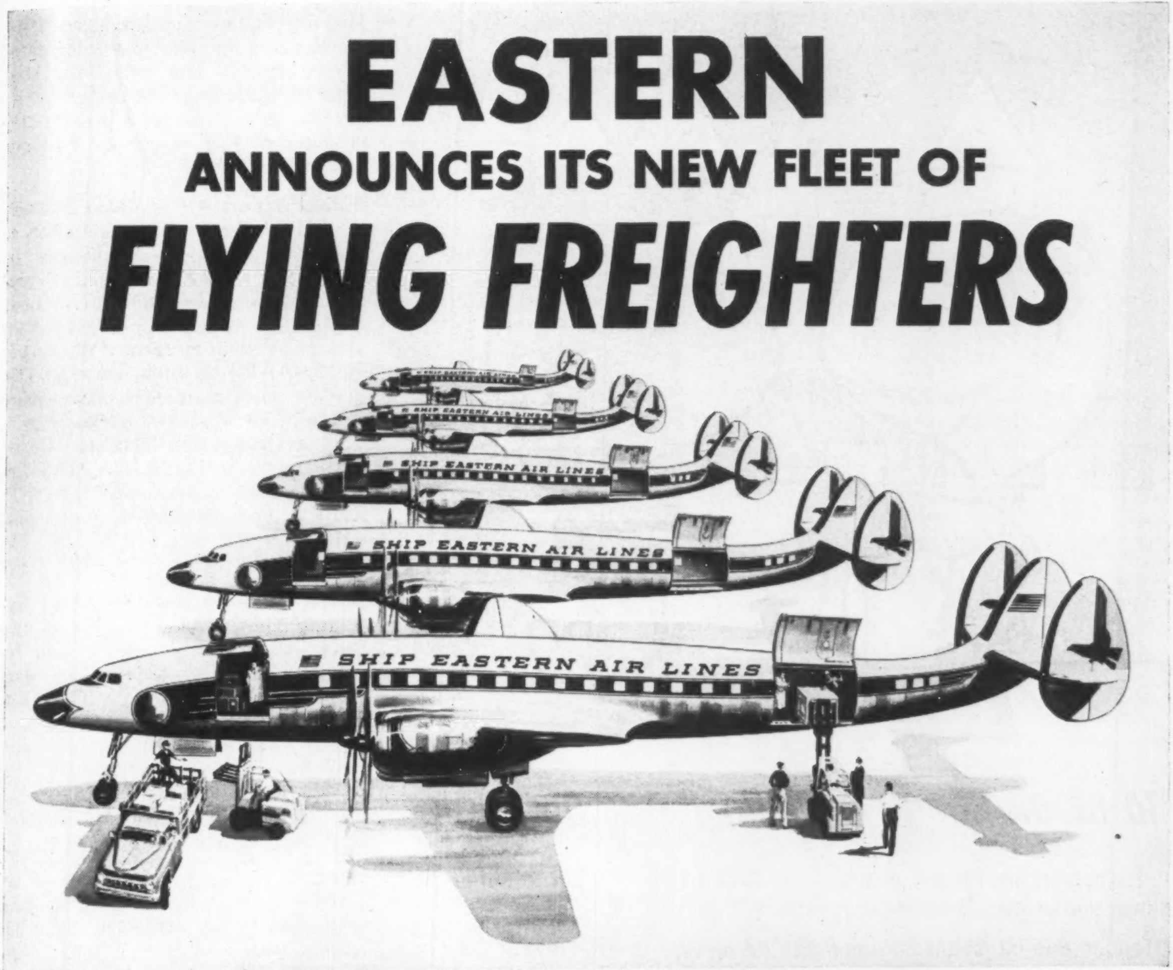
Show of champs ▪ Ring Classic Inc., New York, has signed retired heavyweight champion Rocky Marciano to host a new half-hour tv sports show, currently up for sale. The 39 episodes, featuring championship fight films from

An alliance

Hallmark Cards and a foreign production company, British Lion Films, are in a television-motion picture alliance to reduce costs and overseas labor problems.

The two are filming a two-hour "Macbeth" at a cost of $1.2 million for use on the *Hallmark Hall of Fame* on NBC-TV in the fall and distribution to movie theatres in other countries. The Kansas City greeting card company puts up most of the money—one source estimates it may run 60-75% of the budget—and gets television rights, covering contemplated reruns. Since the filming is being done by a British company, primarily with British actors, it avoids limits on foreign production and qualifies for United Kingdom subsidies. Shooting is going on in Hawick, Scotland. George Scheaffer is directing, with Judith Anderson and Maurice Evans starring.

EASTERN
ANNOUNCES ITS NEW FLEET OF
FLYING FREIGHTERS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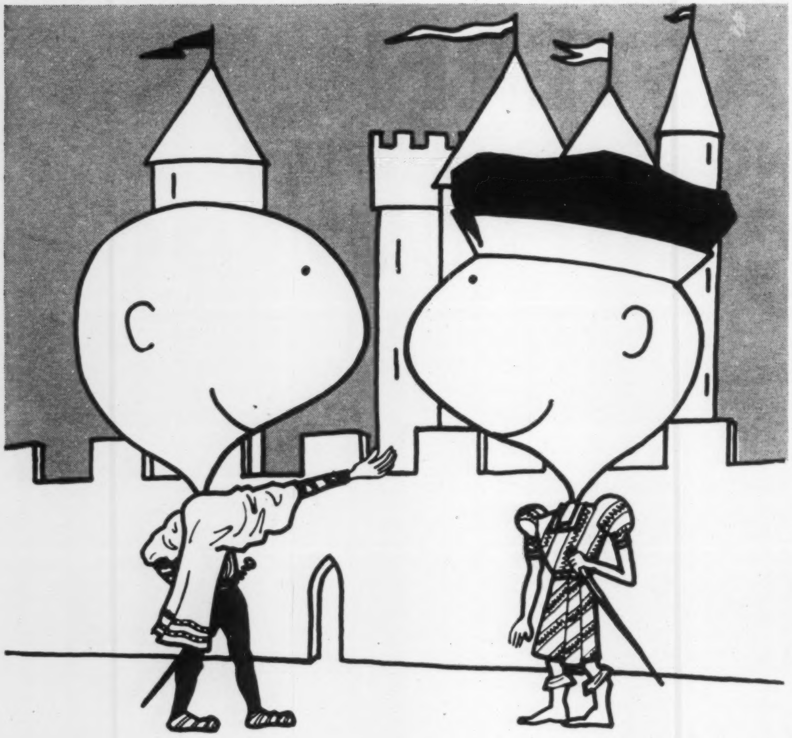

"TO BE OR NOT TO BE: THAT IS THE QUESTION."

" 'Tis nobler, oh, Prince, to program "DRUMMERS"* than to suffer the slings and arrows of outrageous fortune."

"Though this be madness, there may be method in it, Pooratio."

"Then take arms against a sea of troubles, Lord Omlet, with these new-born production aids, themes and sales starters."

" 'Tis recorded, no doubt?"

"One play's the thing wherein you'll catch the conscience of the sponsor."

"Come give us a taste of thy "DRUMMERS"* quality."

"Harken, Lord Omlet."

"But this is wondrous, Pooratio, to hear what I have heard."

"Good, my lord."

"Alas, poor Yorick. He would have given his skull for "DRUMMERS."*

A SAMPLE "DRUMMERS"* AUDITION DISC WILL BE SENT UPON REQUEST WHEN YOU — WRITE, WIRE OR PHONE:

* Trademarks

SESAC RECORDINGS*

THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · NEW YORK 19, N. Y.

Madison Square Garden since 1951, will be ready for October starting dates, it was reported last week. Mr. Marciano will be seen discussing the respective bouts with guest personalities. Produced by Jack Rieger and Ed Gray, series is titled *Ring Classics*.

Special report ■ Corinthian Stations, the only non-network organization to accompany President Eisenhower on his Pacific trip with a production crew, wound up a two-week series of news specials last week. Topper was a half-hour prime time assessment of the trip by KHOU-TV Houston newsman Dan Rather. Show featured a documentary film and an exclusive interview with news Secretary Jim Hagerty, Corinthian Stations include KOTV (TV) Tulsa; WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne, both Indiana; KHOU-TV Houston, and KXTV (TV) Sacramento.

Stereo studio ■ Radio-Universal Recorders, Hollywood, has initiated new Studio 10, major stereo-monaural recording facility to be used by such clients as Warner Bros., MGM, Columbia, Verve and Tops records. A special electronic mixing console permits four-track stereo recording. A portable three-track unit also is available. Studio 10's 3,000 sq. ft. can accommodate a 75-piece orchestra.

WMCA's newsmen ■ As part of an effort to increase the scope of its local news coverage, WMCA New York has retained the services of three New York newspapermen—Marvin Sleeper of the *Journal American*, William Haddad of the *Post* and Murray Davis of the *World Telegram & Sun*. They will

Agency films

In unusual transaction, Pitluk Adv. Co., San Antonio, has purchased distribution rights to *Campy's Corner*, 15-minute tv film and five-minute radio series for 47 markets in Texas, Louisiana and New Mexico for two years. Total price is estimated at $300,000.

Series were purchased from Heritage Productions, New York. Jack Pitluk, president of agency, has set up Alamo Television Distribution Co. as subsidiary of Pitluk Adv. to sell properties to his own clients, other advertisers and stations. Mr. Pitluk said, "It is the first time in agency annals that a major agency has purchased distribution rights in an outright buy from a film production-distribution outfit."

WTAG

The sound and the spirit of Independence

At the end of a year of independence, there's a file at WTAG bursting with the best tribute of all—unsolicited kind words of appreciation from all over Central New England. They applaud the new sound of originality, the tone of quality and the fresh variety that characterize WTAG's approach to programming. In short, they justify the belief that the majority in all age groups prefer to be treated as adults, a fact others have forgotten or failed to heed.

WTAG has something for everybody; it's self-evident in this résumé of highlights in a year's activity. It serves the broad interests that exist in the listening audience and in the market place of the sponsors' products.

Music in good taste—big and small bands; opera—pops and concert; current name singers. **News Reporting**—Eisenhower journey to Europe; complete eye-witness report of Korean uprising by former WTAG news analyst; **Foreign Interviews** taped on the spot in a dozen countries by WTAG staff travelers. **Special Documentaries** Public School Education in state; "The Unseen Enemy," Communist indoctrination and brainwashing. **Panel Discussions**—Education; juvenile delinquency; alcoholism; mental health; old age. **Civic**—series from City Manager's office; quiz on Plan E government; interviews with superintendent of schools, commissioner of Public Health, Public Library officials. **Noted Names**—interviews with Dr. Dooley, Dr. Margaret Mead, Drew Pearson, Bishop Fulton Sheen. **Youth**—"What bothers me," panel discussions by teen-agers. **Sports**—at home and away coverage of Holy Cross College football and basketball. **Agriculture**—County Extension Service programs on home economics, grounds, poultry, dairy, etc. **Special Observances**—Dramatic programs commemorating all holidays, anniversaries. **Actors**—interviews with William Bendix, Danny Thomas, Red Buttons, Anna Maria Alberghetti. **Sport Figures**—Talks with Bob Cousy, Bill Jurgess, Harlem Globetrotters, Wilt Chamberlain, Willie Pep, Jim Turnesa. **Human Interest**—Bootblack sends four kids to college; rookie cop on beat; G.I.'s wedding day in jail; birth of a baby; life of an intern; college senior looks at future; and many, many, more.

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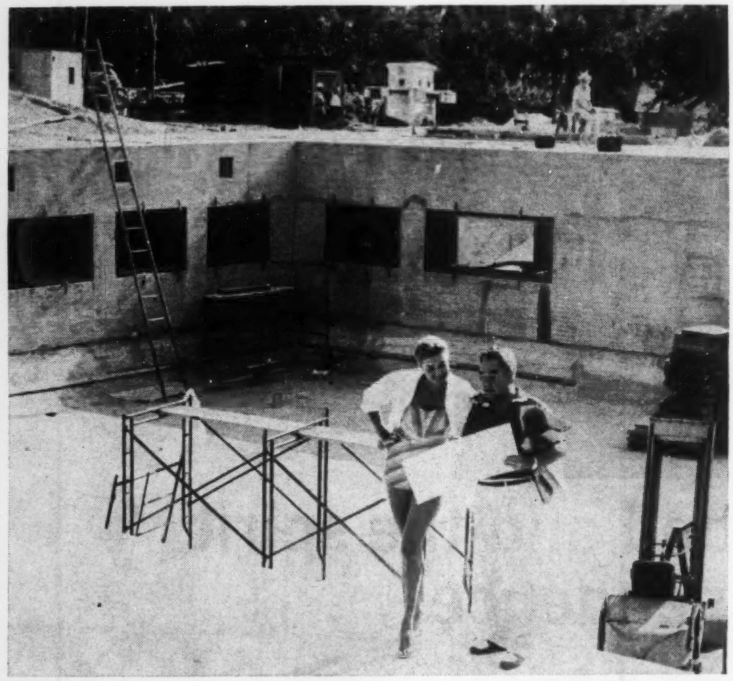

Deep water ■ Esther Williams and Dick Pope, owner of Cypress Gardens, are shown as they inspected plans and pictures on location of the large marine stage to be used for a special telecast Aug. 8 (NBC-TV, 10-11 p.m. EDT). The show will star Miss Williams in a book musical (also Fernando Lamas and Joey Bishop will co-star). It is the second of three color specials planned this year by the U.S. Brewers Foundation (via J. Walter Thompson). The water stage was built at Cypress Gardens, Fla., at a cost estimated as high as $500,000. Some of the figures: Water area goes 165 by 80 ft. with a 31 ft. extension on one side to permit extra space for water skiers to start off; 3.5 million pounds of concrete, 89,243 pounds of steel, and a 42,000-pound finish of marblite. Tv cameras will operate in a special underwater gallery, peering through any one of nine 10 by 4 ft. submarine windows located on two sides.

supply WMCA with immediate news breaks, gathered during their reporting duties for their respective papers. They received permission from their newspapers to provide this service for WMCA.

Faillace-Vincent merger ■ The Faillace Co. (jingles) and the Chick Vincent Co. (programs) have merged, retaining the Faillace name and address in New York. Producer-packager Vincent becomes a partner and vice president in charge of programs and productions. Offices are at 59 E. 45th St., N.Y.

Press directory out ■ The 6th edition of the *Mike & Screen Press Directory and Newsguide* is now available. The directory, published by the Working Press Assn., N.Y., contains a listing of newsmen at networks, news services, and stations.

Playhouse returns ■ *Playhouse of Stars,* a series of 10 drama reruns sponsored by General Foods, makes its bow on Thursday, July 21 over CBS-TV. The series replaces *The Danny Thomas Show* (8-8:30 p.m. EDT) for the summer.

WBC's 'Purpose' ■ Westinghouse Broadcasting Co. has produced a series of nine 25-minute programs titled *The National Purpose,* based on the *Life* Magazine articles. The series is being presented on six WBC stations. WBC will offer the programs free to stations that will carry them as a public service. Participants on the programs include such well-known Americans as Adlai Stevenson, Walter Lippmann, David Sarnoff, Billy Graham and others.

Educational grants ■ The National Educational Television and Radio Center and the National Assn. of Educational Broadcasters have announced that grants totaling more than $24,000 have been awarded in their joint educational radio programming project. The winning stations and colleges are KUT, U. of Texas; Michigan State U.; U. of Florida; U. of British Columbia; WHYY Philadelphia; WUOM, U. of Michigan, and WHA, U. of Wisconsin.

NBC film entries ■ California National Productions, NBC's film subsidiary, adds eight new series for a busy production season ahead. Series as announced are *RCMP* (39 half-hours on Royal Canadian Mounted Police), *The Blue Angels* (U.S. Navy precision-flying team) and *The Jim Backus Show—Hot Off the Wire* (on an editor of a press association), all for syndication. Also entered on the production scale: *The Lawless Years* (additional series for showing on NBC-TV); *Henry & His Claymates* (104 five-minute stories in color stop-motion); *The Funny Manns* (situation comedies for youngsters) and two series not yet titled, one a "historically - documented" western series and another on present-day police adventures in an outdoor setting.

Red's plans ■ Red Skelton, president of Sursum Corp., which produces his tv programs, has announced plans for next season. Ten programs will be filmed or taped at the new Skelton studios in Hollywood with the remainder to be done live from TV City. The studios are being revamped and modernized.

Who's to be paid — AFM or MGA members?

When a post-'48 theatrical motion picture is released for use on television, the producer must make an arrangement to pay the musicians who worked on the production for this extra use.

That seems to be clear enough. The problem is: with whom is the producer to work out the terms of this payment?

The Musicians Guild of America has notified the Assn. of Motion Picture Producers, representing the major studios, that before any post-'48 movies are sold to tv, the producers must negotiate the musicians' payment with MGA, with whom AMPP has a contract covering the employment of musicians. The American Federation of Musicians has notified AMPP that it, not MGA, is the proper representative of the musicians and the union that must be dealt with. MGA's contract, AFM points out, dates from 1958; films made between 1948 and 1958 fall under AFM jurisdiction, as during that decade, musicians working in motion pictures were doing so under contracts negotiated by AFM.

MGA now denies AFM's claim of jurisdiction, asserting that when it negotiated its agreement with the major studios in 1958, it reserved all rights of musicians to music recorded under previous contracts. Crux of the matter, according to MGA, is that under the AFM contracts all residuals and royalties would go into the AFM trust funds, while MGA insists that they should go to the individual musicians.

Flamingo gets 25 post -'53 films for tv

The acquisition of 25 post-1953 feature films by Flamingo Films, New York, was announced last week by Ira Gottlieb, president. The purchase price was said to be slightly in excess of $2 million.

The majority of the films, all produced abroad at a reported cost of more than $25 million, were obtained from Essex-Universal Corp., while the remainder were acquired from various independent companies. Flamingo will distribute the features to tv under the name of "The Imperial Package."

Among the pictures are such titles as Fernandel in *The Sheep Has Five Legs, Return of Don Camillo* and *Pantaloons;* Gina Lollobrigida in *Beauties of the Night;* Eddie Albert in *Orders to Kill,* and *Marcelino, Back to the Wall* and *Demoniac.* Mr. Gottlieb announced the new package already has been sold to WNBC-TV New York, WTIC-TV Hartford, WBAP-TV Fort Worth and KOLD-TV Tucson.

COLORCASTING®

Here are the next 10 days of network color shows (all times are EDT).

Note: Regularly scheduled NBC-TV evening colorcast programs will be pre-empted (July 11-15) by coverage of Democratic convention.

NBC-TV

July 11-15, 18-20 (11-11:30 a.m.) **Price Is Right**, participating sponsors.

July 11-15, 18-20 (12:30-1 p.m.) **It Could Be You**, participating sponsors.

July 12, 19 (9:30-10 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

July 13 (12:45 p.m. concl.) **All-Star Baseball Game**, Gillette through Maxon.

July 13, 20 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through, Norman, Craig & Kummel.

July 15 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

July 15 (10-11 p.m.) **Moment of Fear**, Lever through Sullivan, Stauffer, Colwell & Bayles.

July 16 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

July 16 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

July 16 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

July 17 (8-9 p.m.) **Music On Ice**, sustaining.

July 17 (9-10 p.m.) **The Chevy Mystery Show**, Chevrolet through J. Walter Thompson.

July 18 (7:30-8:30 p.m.) **Riverboat**, Del Monte through McCann-Erickson.

TO ALL BROADCASTERS:

A STATEMENT OF POLICY

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President

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Thus, RSI will supply to Broadcasters a fundamental library of new single releases which have the greatest possibility of becoming the most popular.

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It is a condition of this subscription that records supplied by RSI will be used for and by broadcast personnel only.

QUIZ RIGGING: HERE WE GO AGAIN

New York grand jury considers charges after hearing evidence

The New York District Attorney's office last Wednesday (July 6) began presenting evidence to a special grand jury that will determine whether criminal charges should be lodged against witnesses believed to have testified falsely in the investigation of tv quiz shows.

The grand jury was impaneled at the request of District Attorney Frank S. Hogan. During the past eight months, Mr. Hogan said, his office has investigated more than 100 persons and "a great many of them are believed to have testified falsely" before a previous panel.

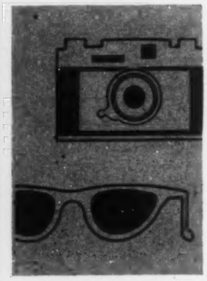
Is was Mr. Hogan's investigation into the rigging of tv quiz shows in New York, launched in September 1958, that led to an inquiry by the House Legislative Oversight Subcommittee and subsequent revelations about irregularities on tv quiz programs. Charles Van Doren, NBC personality, told the House subcommittee last November that he had lied before the grand jury and, in actuality, had received aid on the *Twenty-One* program. Mr. Hogan then reported that a number of persons had lied before the New York grand jury and directed preparation of the facts for another grand jury. Assistant District Attorney Joseph Stone presented the evidence to the new grand jury, starting last Wednesday. A spokesman said the appearances of witnesses, including many of the major money winners on rigged programs, probably would begin this week and last about a month.

It was learned that in presenting evidence last week, Mr. Stone had court stenographers read portions of the testimony of witness appearing before the September 1958 grand jury.

Mr. Hogan announced that evidence was being presented to the grand jury so that it might determine whether the crimes of perjury, subornation of perjury, obstruction of justice or conspiracy has been committed. Convictions of perjury or subornation of perjury in the first degree are felonies, punishable by a maximum penalty in New York of five years in prison and a $5,000 fine. The same offenses in the second degree are misdemeanors, punishable by sentences of up to a year in prison and a fine of up to $500. Obstruction of justice and conspiracy are misdemeanors, carrying up to a year in prison and a $500 fine. It could not be ascertained which contestants or tv personalities would be called.

In a related development on Wednesday, the appellate division unanimously upheld a ruling by Judge Mitchell D. Schweitzer, in General Sessions court, which sealed the presentment drawn by the September 1958 grand jury. The sealing had the effect of keeping the presentment from being made public.

The appellate division, dismissing an appeal by the Grand Jury Assn. against Judge Schweitzer's ruling, asserted there was no "statutory mandate" requiring that such a presentment be made public. Judge Schweitzer had ruled that no grand jury had the right to return a report concerning the activities or morals of a private individual or corporation.



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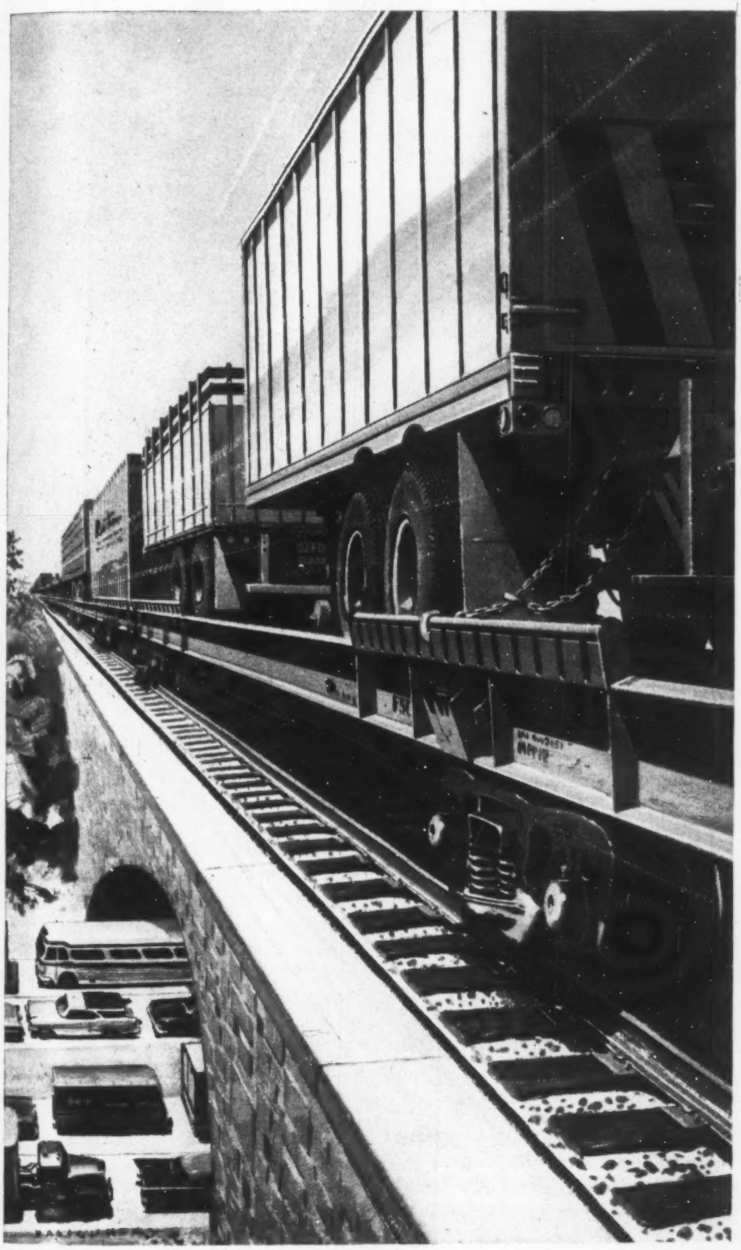

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POSSIBLE SHORTCUTS FOR FCC

Among ideas: hearing examiners should promote mergers to qualified applicants

A proposal that FCC hearing examiners be encouraged to bring competing station applicants together in merger settlements has been made by a committee of communications lawyers in Washington.

The recommendations, considered far-reaching in communications philosophy, were based on the premise that after the FCC has found applicants legally, financially and technically qualified there isn't really very much difference which one is finally chosen for the grant.

A committee of the Federal Communications Bar Assn. made these suggestions in a 29-page document which has been circulated among FCBA members. It was one of two reports on a study of commission procedures by FCBA committees. Two other committees are due to submit their recommendations soon. The purpose of the studies is to suggest means to shorten and cut down the expenses of FCC processes.

All reports will be made available to the Commission, FCBA President Frank U. Fletcher announced. Sometime shortly after July 15, the FCBA executive committee will consider all recommendations and decide which proposals to back, he added.

The committee which studied hearing procedures, headed by Jack P. Blume, suggested that hearing examiners be given authority to "explore" the possibility of settlement during the pretrial or post-trial phase of a contested case.

In talking of post-hearing settlements, the committee stated:

". . . after hearings the examiner should be in a particularly advantageous position to encourage a settlement or compromise where, in his opinion, the qualifications of the applicants would, in the absence of competing applications, serve the public interest."

Not only would this save FCC time, the committee stated, but it would expedite grants and construction. It then added:

All Or Nothing Is Wrong ■ "From a private equity point of view, in most such closely contested cases the differences between the parties would not justify one party's winning everything and the other parties' losing all. In such cases it should make no difference to the commission whether the settlement takes the form of a merger or an arrangement for compensating the other applicants."

The committee also called on the FCC for these actions:

- To adopt rules which would bar persons who have misused commission procedures to file so-called "strike" applications for delay or "blackmail."
- To permit examiners to confer with each other on procedural matters and techniques.
- To establish workload status reports on individual examiners so that the hearing calendar be more evenly distributed among those who are overloaded with work and those who work more rapidly.
- To revise its procedures so that where there is an engineering controversy the commission engineer be put on the stand to assist in resolving the issue.
- To state publicly the exact requirements to be satisfied on an applicant's financial qualifications.
- "To limit continuances, the number of witnesses and the length of cross examinations. Also to cut down on voluminous and detailed exhibits by announcing that no preference will be given for "planning."

'EX PARTE' BILL

New Harris measure awaits House action

One item of business on the House floor when Congress returns next month from its convention recess will be the "Independent Regulatory Agencies Act of 1960." The bill (HR 12731) was reported unanimously by the House Commerce Committee just before Congress recessed nine days ago.

Introduced by Rep. Oren Harris (D-Ark.), HR 12731 prohibits ex parte contacts with members of the FCC and five other regulatory agencies, requires the commissions to establish procedures to act on complaints concerning off-the-record contacts, establishes a code of ethics and gives FCC the right to discuss pending cases with members of its staff, among other provisions.

The bill is a combination of HR 6774, introduced at the request of the American Bar Assn., and HR 4800, authored by Rep. Harris. Hearings were held on these two measures in March and April with particular emphasis given to the question of where to draw the line between permissible and proper contacts with commissioners. Several other provisions of HR 4800 were incorporated into S 1898 as passed by the House. Sen. John Pastore (D-R.I.) has scheduled hearings on the House amendments in August (BROADCASTING, July 4).

A report accompanying HR 12731 to the House floor stated: "The committee feels very strongly that public confidence in the integrity of these agencies has been affected adversely by improper conduct involving some of their members, some of the members of the industries which they are supposed to regulate and some of the attorneys and other persons who have represented parties before such agencies and that the independence and integrity of these agencies has to be protected more effectively than is the case under present laws, regulations and procedures."

Important Change ■ One important amendment, as far as members of Congress are concerned, was made in the bill as reported out. It would permit "inquiries" as to the status of pending cases.

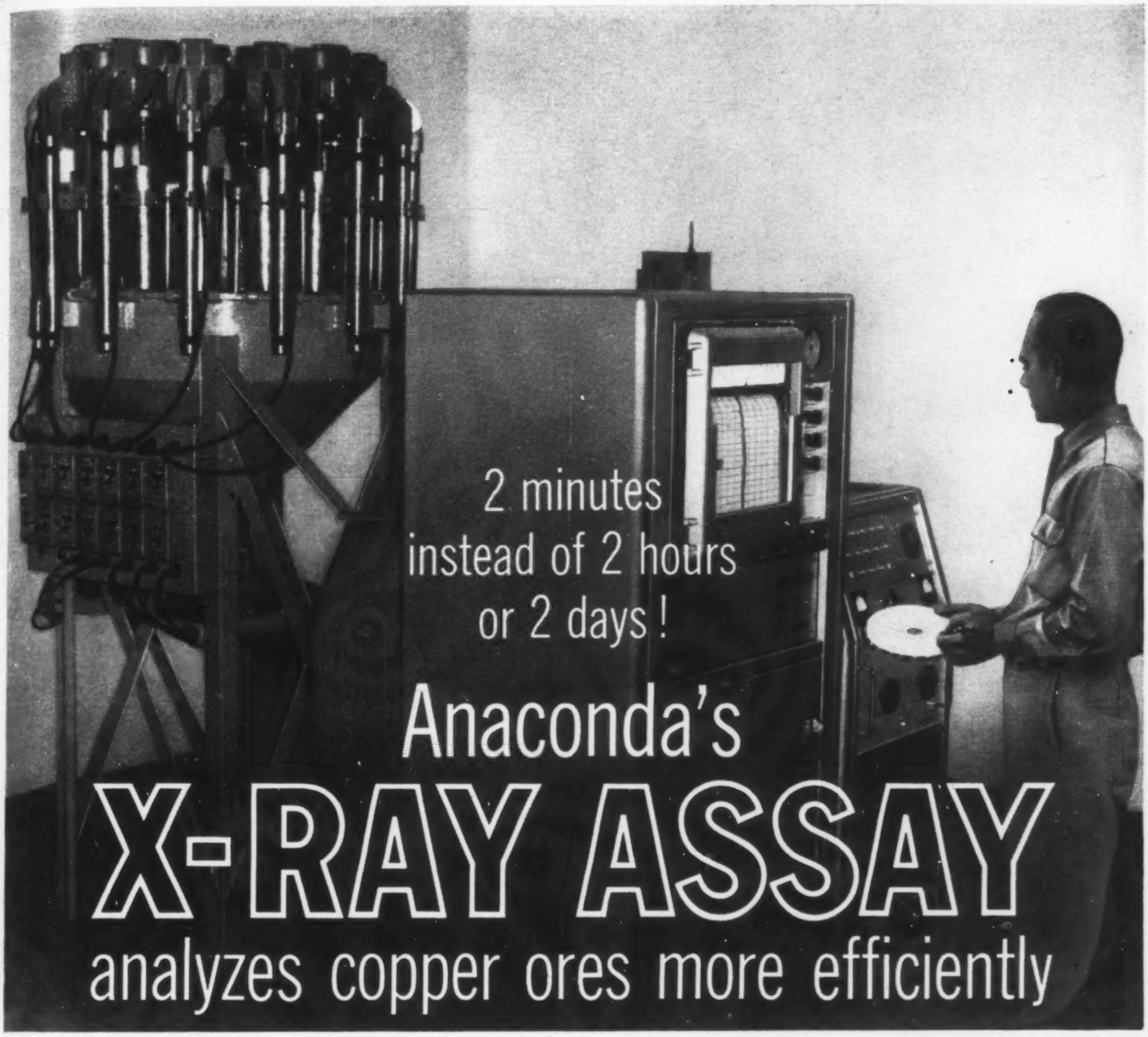
The code of ethics section prohibits any employe of an agency (1) to engage in any transaction with any person who has a pecuniary interest in any matter before the agency over which the employe has jurisdiction; (2) to accept or solicit anything of value from any person with a pecuniary interest in matters before the agency; (3) to use his position for personal profits; (4) to allow conflicts of interest and (5) to have associations incompatible with unbiased exercise of official judgment.

Four sections of the bill deal with ex parte contacts and distinguishes between those types of proceedings when off-the-record presentations would be presented. These would include certain types of rulemaking and the commission would be required to state, at the time the rulemaking is announced, whether such contacts are permissible. Oral as well as written communications are covered. Violations of these sections call for a $10,000 fine, one year in jail, or both.

A separate section gives the President the right to remove a commissioner from office for neglect of duty or malfeasance but for no other cause. In addition to the FCC, the bill also applies to the Federal Trade Commission, Civil Aeronautics Board, Federal Power Commission, Interstate Commerce Commission and Securities & Exchange Commission.

Booster bill signed

The bill (S 1886) legalizing vhf tv boosters was signed into law by the President last Thursday. The FCC has indicated plans to make rules for future operation of the boosters and the new law provides "grandfather" legal protection for existing boosters.



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Donation to the archives ▪ Melville P. Dickenson (c), senior vice president of the Equitable Life Assurance Co., presents films of the NBC-TV series *Our American Heritage,* sponsored by that company, to Jennings Wood (l), chief of the Library of Congress' Exchange and Gift Div. Robert Stevens, coordinator for the Development of Collections of the Library, looks on. The series was telecast in 1959-1960 season and featured incidents in the lives of famous Americans.

Capehart opposes Evansville shift

Sen. Homer E. Capehart (R-Ind.) led congressional opposition against the FCC's shift of ch. 7 from Evansville, Ind., to Louisville, Ky., and the transfer of Evansville's WTVW (TV) from ch. 7 to 31. The senator and two midwest congressmen spoke out sharply against the ruling which, they allege, would deprive thousands of southwest Indiana residents of tv service since they are unable to receive uhf telecasts on ch. 31.

Sen. Capehart told the FCC that he was opposed to the move of ch. 7 "unless it can be proven without a question of doubt that the people . . . are going to get television service, and I have my doubts as to whether they can do it if you move the channel." The senator declared that "Evansville is the only city in the country with respect to which the FCC has been holding a hearing the purpose of which is to deprive the residents of their superior vhf service so that another area which already has vhf service over two channels may still have more."

Reps. William G. Bray (R.-Ind.) and George E. Shipley (D.-Ill.) told the commission that depriving Evansville of its only vhf station would also hamper service in the Illinois-Indiana-Kentucky area surrounding Evansville.

The Evansville shift was one of many deintermixture moves made by the FCC in March 1957 (BROADCASTING, March 4, 1957). The commission moved ch. 7 from Evansville to Louisville, giving that city its third vhf facility. It also added ch. 31 to Evansville and moved ch. 9 from Hatfield, Ind., to Evansville, where it was reserved for noncommercial educational use. These shifts left Evansville with all uhf commercial television service.

FCC, NAB set for payola bill hearing

The FCC and NAB will be among witnesses when the Senate Communications Subcommittee begins hearings Aug. 10 on the payola bill (S. 1898). The Senate group headed by Sen. John O. Pastore (D-R. I.) plans to concentrate on the controversial license suspension and monetary forfeiture provisions of the House-passed amendments to the Senate measure (BROADCASTING, July 4).

The FCC, which is on record as favoring the suspension and forfeiture provisions, will be represented by Chairman Frederick W. Ford. Vincent T. Wasilewski, NAB government affairs vice president, is expected to oppose license suspensions and forfeitures.

Other witnesses scheduled as of last week will include representatives of the American Federation of Musicians and the Federal Communications Bar Assn.

Tim Elliott, president of WICE Providence, last week asked Sen. Pastore for an opportunity to submit a statement at the hearing in opposition to suspensions and forfeitures.

Meanwhile, the Florida Assn. of Broadcasters has approved a resolution urging the state congressional delegation to oppose the bill in its present form and that FAB be given a chance to testify. FAB in its resolution charged the provisions would "further consolidate control of broadcasting in federal hands and make it impossible for station owners and operators to determine in advance what they may or may not do, thus rendering broadcasting an ineffectual and powerless instrument."

NBC wins a point in Philadelphia

NBC won a minor skirmish last week on the fringe of the major battle centering around the network's ch. 3 WRCV-AM-TV Philadelphia. The FCC refused to hold an evidentiary hearing on its 1957 license renewals of the NBC stations and dismissed a protest filed by Philco Corp., Philadelphia.

The commission earlier had dismissed the protest but this decision was reversed in June 1958 by the court of appeals and the case was remanded to the commission. On Jan. 26, 1959, the Supreme Court denied an NBC petition for writ of certiorari and the FCC subsequently held an oral argument on the case last October (BROADCASTING, Oct. 12, 1959).

Since the original protest was filed three years ago, NBC has entered into a consent decree with the Justice Dept. requiring the network to dispose of the stations. NBC, in turn, has contracted to exchange WRCV-AM-TV for RKO General's WNAC-AM-FM-TV Boston as part of a complicated package deal also involving stations in Washington and San Francisco (BROADCASTING, July 4).

With the current WRCV-AM-TV licenses expiring Aug. 1, Philco attacked NBC from a new front last May by filing its own application for ch. 3 Philadelphia (BROADCASTING, May 9). Philco maintains that NBC has nothing to sell since it has been ordered by Justice to dispose of the radio-tv stations.

Commissioner Robert T. Bartley dissented to last week's decision and Commissioner John S. Cross did not participate.

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The shoe may pinch

Sen. Hugh Scott (R-Pa.) has asked Sen. William Proxmire (D-Wis.) to try the shoe on his own foot in the Albany, N.Y., ch. 10 case.

Sen. Proxmire's criticism of the FCC's proposed award of ch. 10 to Capital Cities Tv Corp. before the final decision is made amounts to an attempt to be the judge in a case he hasn't heard and in which he speaks as an advocate of only one side, Sen. Scott said. Thus, he said, Sen. Proxmire opens himself to the allegation that he is engaging in an *ex parte* attempt to influence the FCC—"the very type of activity the junior senator from Wisconsin deplores."

Sen. Proxmire has been vociferous in criticism of the FCC's expressed intention to affirm a hearing examiner's award of ch. 10 to Capital Cities Tv Corp. (BROADCASTING, June 27). Sen. Proxmire said the examiner's finding—that participation in Capital Cities ownership by five members of Congress is an indication of the applicant's ability to respond to community needs—is an admitted policy of the FCC and that he has been so assured by FCC Chairman Frederick W. Ford. The FCC chairman, who is not participating in the case, came to his office and told him the FCC's policy is to give preference to applicants who number congressmen among their stockholders, Sen. Proxmire said.

Sen. Proxmire entered in the *Congressional Record* a *Milwaukee Journal* editorial criticizing the alleged FCC policy.

Court denies stay in ch. 10 appeal

The U.S. District Court denied a request by Veterans Broadcasting Co. for a stay against special temporary authorization of WTEN (TV) in the Vail Mills ch. 10 case last Thursday (July 7).

The two-judge board heard Veterans reiterate its position that the commission's 1957 temporary grant to Capital Cities Broadcasting Co., would deprive Veterans of a fair and impartial hearing. "It is impossible for the FCC not to take into consideration the amount of money being spent by Capital Cities during the course of their temporary authorization," Frank U. Fletcher, attorney for Veterans, argued.

Circuit Judge David L. Bazelon asked Mr. Fletcher whether Veterans "wants the court to step in now after commission hearings have been held and a final decision pending?"

Mr. Fletcher answered affirmatively, on the basis, he said, of the reversal of an FCC special temporary authorization to WABF-TV Baton Rouge, La., by the U.S. Court of Appeals last February.

Judge Bazelon told Veterans that the court would not intercede in the case "as far as I'm concerned."

Max Paglin, of the FCC's General Counsel's office, characterized Veteran's attempt for a court stay as "a batter who has two strikes on him in the 9th inning and wants the court to rule no contest."

Presiding Judge Henry W. Edgerton denied the stay, saying that Veterans had no grounds for such an appeal.

In a tentative vote taken May 27 after FCC oral argument, the commission favored Capital Cities in staff instructions.

An August 1959 initial decision by Hearing Examiner J.D. Bond to Capital Cities took note of the fact that five congressmen are minority stockholders in the company and made it "manifestly superior" in the area of civic participation. This decision was denounced as "political payola" by Sen. William Proxmire (D-Wis.) on the Senate floor (see box above).

New payola complaints

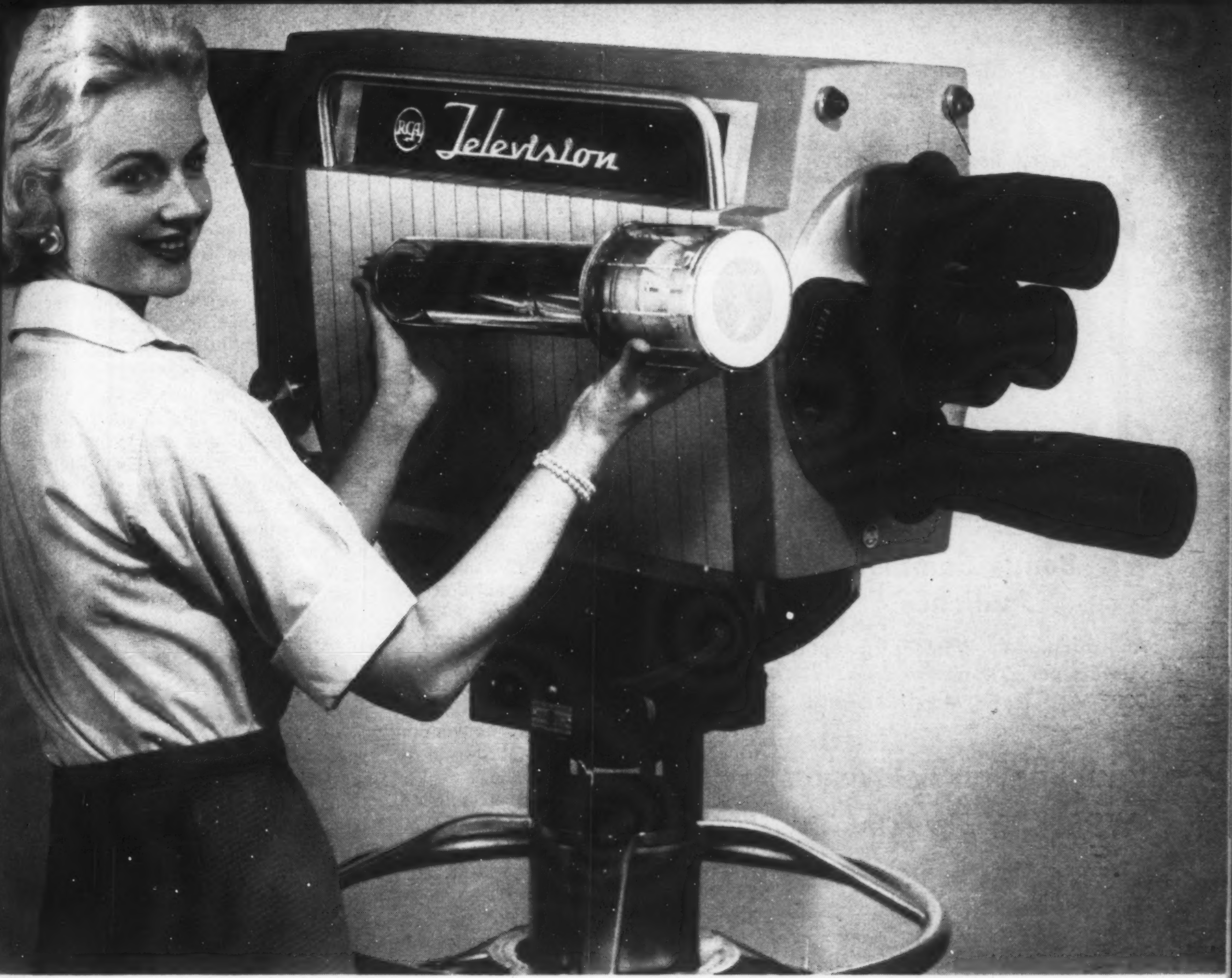
The Federal Trade Commission lodged three more payola complaints last week bringing the total number of complaints to 96.

The three firms charged in the latest FTC action were the ARC Distributing Co., and the B&H Distributing Co., both of Detroit; and the General Distributing Co. of Baltimore.

All three firms are record distributors and were charged with having made payoffs for the purpose of increasing sales of records through "exposure." Company officials were listed in each complaint.

FCC succession

The Senate agreed to a House amendment and sent to the President a bill (S 1965) providing that a member of the FCC whose term has expired may continue to serve until his successor is appointed and qualified, but may not serve later than the end of the next session of Congress following expiration of the term. But any person chosen to fill a vacancy could not serve beyond the unexpired term to which he is appointed.



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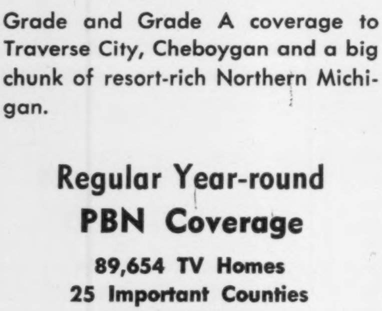

Sale challenged because of baseball

The sale of a minority interest in WJPB-TV Weston, W. Va., to Thomas P. Johnson, 25% stockholder in the league-leading Pittsburgh Pirates will cost a rival West Virginia facility $10,000 in revenue.

This representation was made during a hearing on the controversial transfer of control held before Hearing Examiner Sharfman last Thursday (July 7).

The hearing was requested by WBOY-TV Clarksburg, which told the commission that the sale of 50% of WJPB-TV to Mr. Johnson and George W. Eby by J. Patrick Beacom for $100,000, would cause it considerable economic damage. WBOY-TV said that loss of the Pirate telecasts will cost the station $10,000 in lost revenue. WBOY-TV said it was powerless to compete for the telecasts with the Johnson interests.

Mr. Beacom, whose position as a delegate to the Democratic convention necessitated a special night session so that he could catch a plane to Los Angeles, admitted that he pressed Mr. Johnson to get the Pirate games for his station. However, he said, Mr. Johnson said he "had nothing to do with it." Mr. Beacom alleged that the Pirate stockholder told him to contact N.W. Ayer & Son, the agency handling the Pirates. He said that the agency offered to make the games available on a gratis basis and that he took them free because it was "good business for the new station."

The proposed transfer followed a merger agreement when Messrs. Johnson and Eby as principals of Telecasting Inc., opposed WJPB-TV for ch. 5. The station, now on ch. 35, holds a permit for ch. 5, granted Nov. 4, 1959. Messrs. Johnson and Eby are principals in the now-dark ch. 22 WENS (TV) Pittsburgh (BROADCASTING, May 2).

Monroney charges FCC is 'stalling'

The FCC has been "stalling" more than five years in bringing "competitive" television to 19 metropolitan markets, Sen. A. S. Mike Monroney (D-Okla.) charged in a talk on the Senate floor.

Dates for comments and reply comments on the FCC's proposed rulemaking to waive minimum vhf co-channel and adjacent-channel mileage separation requirements now have been postponed until September, he said. Though it's possible for the U.S. to communicate with its space satellites, he said, "we are . . . going backward as regards our attempts to solve the mysteries of bureaucracy."

Noting FCC Chairman Frederick W. Ford's statement to the Senate that the FCC won't know until about Aug. 1 whether military frequencies will be made available for additional vhf tv channels, Sen. Monroney said he wouldn't be surprised to find the tv situation unchanged nine months from now. There's little evidence, he said, that the FCC will take steps to permit proper utilization for tv of the parts of the spectrum other than those now being used.

The markets cited by Sen. Monroney were: Providence, Louisville, Grand Rapids-Kalamazoo, Charlotte, Syracuse, Rochester, Birmingham, Wheeling-Steubenville, Johnstown-Altoona, Dayton, Champaign-Urbana, Toledo, Jacksonville, Raleigh-Durham, Shreveport, Knoxville, Binghamton, Fresno, and Bakersfield.

Government briefs

Decca case postponed ■ The hearing in the Federal Trade Commission payola complaint against Decca Distributing Corp., New York, was postponed indefinitely last week. At a brief session Wednesday (July 6), FTC counsel John T. Walker asked for the delay because the government was not ready to present its case. Hearing Examiner J. Earl Cox granted the request after Decca counsel Henry Cohen said he had no objection.

Seeks channel switch ■ California-Oregon Tv Inc., licensee of KIEM-TV Eureka, Calif., has requested FCC rulemaking to switch ch. 9 from Alturas to Redding, both California. The firm said it would apply for the channel if the rulemaking was adopted. Redding is already serviced by KVIP-TV (ch. 7), but the firm claimed that reallocation will provide a competitive tv service to the city and improve the economic and program aspects of tv service. Ch. 9 is not now occupied by an operating station.

Complex problem ■ WAVE-TV Louisville and KSD-TV St. Louis have asked the FCC to suspend the effective date of its rule requiring them to stop using NBC as national spot sales representative. Both of the NBC affiliates said that they are confronted with complex problems in finding new station reps in their particular areas. Under the present commission ruling, all NBC affiliates must find new spot sales representatives by Dec. 31, 1961. The network and some of its affiliates are seeking court action to delay the order (BROADCASTING, July 4).

Protest dismissed ■ The right of a broadcaster to sell his station even though in debt for his original purchase has been upheld by the FCC. B.H. Ingle Sr., former owner of WSHE Raleigh, N.C., protested the sale of the station by owner John C. Greene Jr. to Raleigh Broadcasting Corp. In his protest, Mr. Ingle alleged that a note owed to him by Mr. Greene for purchase of the property was not fully paid and that the application for sale was contrary to the note agreement. The commission, which had granted the sale without hearing, found that Mr. Greene had made ample provision to secure the note, that the matter was outside the jurisdiction of the commission and the realm of public interest, and was a private matter between Messrs. Ingle and Greene.

Consent decree ■ The Department of Justice has announced settlement of the antitrust suit against Audiofidelity Inc., a New York marketer of high-fidelity and stero records and tapes. Under terms of a consent decree entered in U.S. District Court, the firm agreed not to fix prices, allocate exclusive sales territories for distributors or withhold supplies from sellers failing to heed such agreements. Audiofidelity was charged with these practices in violation of the antitrust laws.

Tall tower ■ KTBS-TV Shreveport, La., has been granted permission to construct a 1,600-foot tower near the site of its present tower near Mooringsport. The grant came from the Regional Air Space subcommittee in Fort Worth, Tex., which gave approval with a proviso that establishes that height as the maximum for any structure.

Wants multiplex ■ The National Assn. of Educational Broadcasters asked the FCC to amend its rules to authorize the establishment of subsidiary services by non-commercial educational fm stations on a multiplex basis. The NAEB said that permissible uses of multiplex by educational fm stations would be for transmission of in-school educational programs; transmission of programs of interest to limited segments of the public and for transmission of information in connection with government activities.

Hearing ordered ■ A hearing into the application of Frank K. Spain for a three-hop point-to-point common carrier tv microwave system between Jackson and Greenwood, both Mississippi, has been ordered by the FCC. Mr. Spain hopes to connect his system with existing AT&T facilities in Jackson to provide ch. 6 WABG-TV Greenwood with live network programming. The telephone company, however, has told the commission that it is not willing to permit the proposed microwave to be connected with its Jackson facilities.

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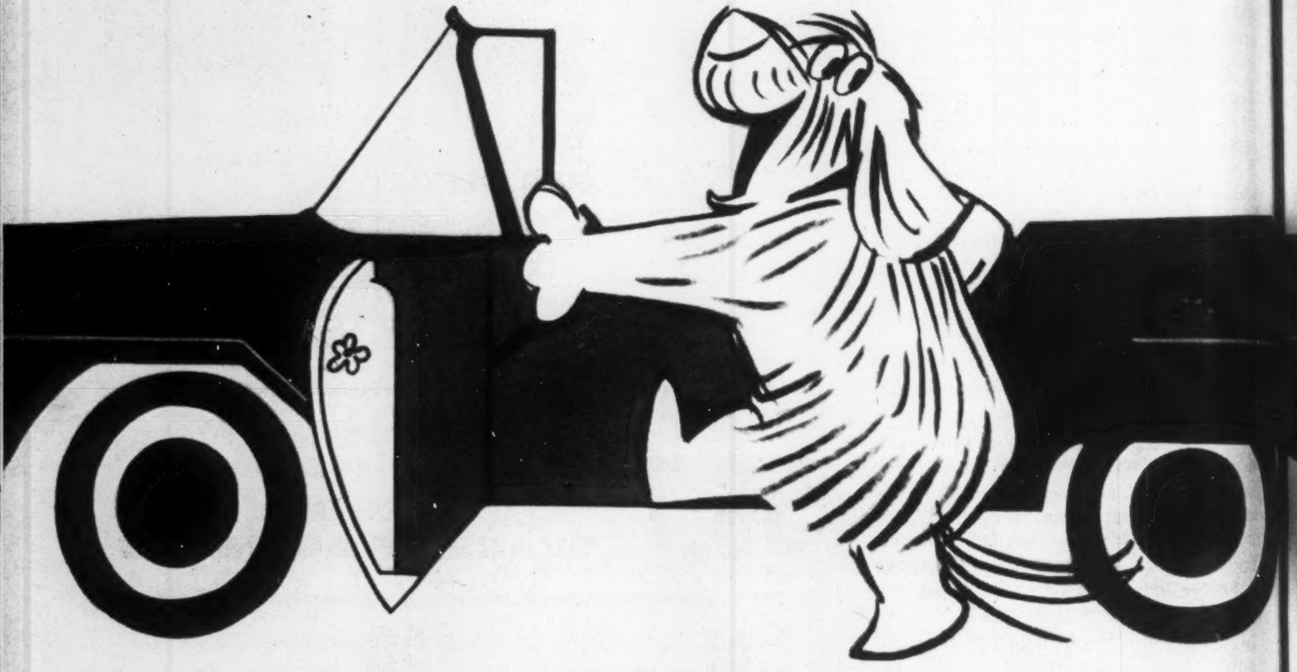

"I'VE GOT NEWS FOR YOU" . . .
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Again, the dog is right. Film, and film alone, does three things for you: (1) gives animation—crisp, exciting; (2) provides the optical effects you've always required for high-polish commercials; (3) assures you the coverage and penetration market absorption requires.

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Midwest Division
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Hollywood 38, Calif.

or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Ford Motor Car Company
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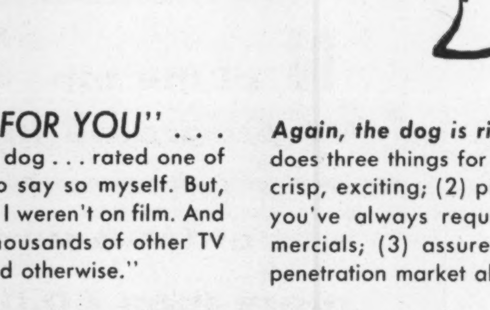

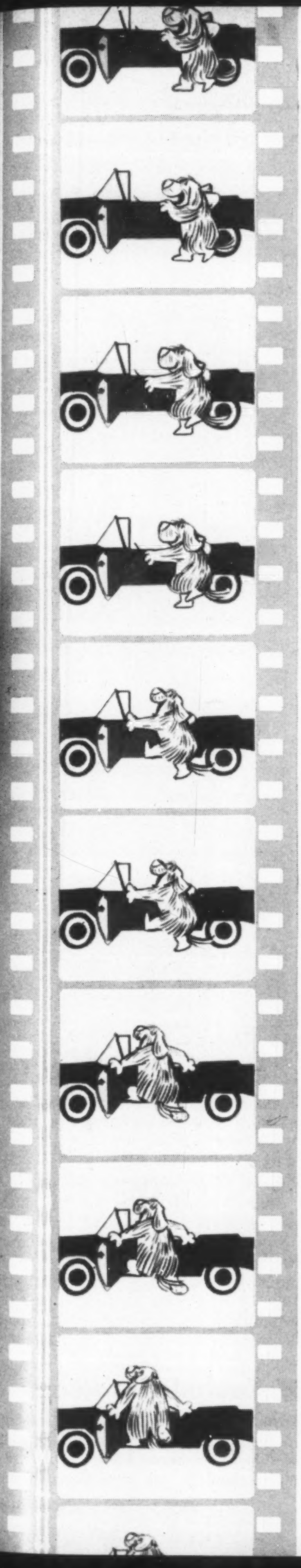

EQUIPMENT & ENGINEERING

'LIGHT AMPLIFIER' ANNOUNCED

Hughes device indirectly could help tv, radio

A scientific advance announced last week by Hughes Aircraft Co.—a "coherent" light generator—offers hope for additional commercial tv and radio frequencies, depending on its acceptance and eventual use in communication by the military users of the present radio spectrum.

The new device is called a "laser," an abbreviation for " light amplification by stimulated emission of radiation," and is said to mark the world's first source of "coherent" light (comprised of beams that are parallel, or non-diffusing). Although still in the developmental stage and untested in the communication field or in any of its many other practical applications, the new solid-state electronic instrument operates in the optical spectrum at 500,000 billion cycles—10,000 times higher than the upper microwave region of 50,000 million cycles, the highest currently useable level in radio.

The laser is smaller than a water tumbler. It contains a synthetic ruby crystal as its "heart" and generates a beam of light that is described by its developer as "an 'atomic radio-light' brighter than the center of the sun."

Dr. Theodore H. Maiman, Hughes Aircraft scientist who headed the laser research team, reported the achievement in New York Thursday (July 7). He attributed these advances to the new development:

- True amplification of light for the first time in scientific history.
- Vast increases in the number of available communications channels.
- Focusing of light into high-intensity beams for space communication.
- A new scientific tool for investigating properties of matter and performing basic experiments of physics.
- Utilization of high light concentration for industrial, chemical and medical purposes.

'Light Radar' ■ Dr. Maiman said the laser could be used as a "light radar" to direct light waves, rather than radio waves or microwaves, to a ground target or an outer space target. Because the laser's almost perfectly parallel beam spreads only a slight amount, a signal from a man on the moon would illuminate an area less than 10 miles wide on earth. For use in tv and voice communication, the needle-sharp light beam would provide a secure "private line" free from static or any attempts at deliberate jamming, he stated. In space communication, a beam directed at the earth from a satellite 1,000 miles up could be concentrated in an area about 200 feet wide.

Dr. Maiman said there is a "distinct possibility" for eventual commercial radio-tv use, but no study of the laser's role in this area has been conducted. The scientist indicated that if the new transmitting system were adopted by the military, it could relieve the military demands on the current radio spectrum sufficiently enough to allow a greater number of commercial stations. Through the use of an optical shutter, it would be possible for the laser to transmit voice or picture intelligence, he said. However, receivers would have to be in the direct path of the visible beam. Not counting research costs, Dr. Maiman said, the actual cost of making the laser (an aluminum shell containing the light source and rod-shaped ruby crystal) is approximately $100.

Briefly, the essential steps in the operation of the laser are these: A light source, in the form of a powerful flash tube lamp, irradiates a synthetic ruby crystal that absorbs energy over a broad band of frequencies. This optical energy excites the atoms to a higher energy state from which the energy is re-radiated in a narrow band of frequencies. The excited atoms are coupled to an atomic resonator and stimulated to emit the radiation together. This is in contrast to ordinary light sources where the atoms radiate individually at random and are responsible for the incoherence (diffusion) of these light sources.

Dr. Maiman said the laser could generate "the purest colors known." It could produce light waves more than a million times as monochromatic (single-

New satellite

The Defense Dept. has announced plans to launch its first communications satellite soon from Cape Canaveral. The sphere will weigh some 500 pounds, be equipped with five tape recorders capable of storing 6 million bits of information. The satellite is more than four feet in diameter and is designed for instantaneous relay of radio communications from one ground station to another and to record messages and read them back later on command from the ground. It has been dubbed Courier 1A.

hued) as those from a mercury or neon lamp, he said. When the laser is focused to a pinpoint beam (the head of a pin actually is 2 million times larger in cross-sectional area than that of a focused beam"), intense local heat is generated. It was indicated the beam, when so focused, could vaporize bacteria, small plants or other particles and induce chemical or metallurgical changes in the surface upon which it were directed.

STEREO FM TESTS
Receivers slated for first on-air testing

Stereophonic fm radio today (Monday) gets its first on-the-air tests. These first tests, set to run through July, will involve monophonic reception on experimental stereo-fm receivers made by several electronics firms participating in the project.

Testing will be conducted by the National Stereophonic Radio Committee Panel 5 using the transmission facilities of KDKA Pittsburgh. The exams will take place at Uniontown, Pa., where special equipment has been installed.

Five firms will take part in the experiment, it was revealed by A. Prose Walker, manager of the engineering department at the NAB and chairman of NSRC Panel 5. EMI Electronics Ltd. (a British firm) will have its receivers tested July 12-14. Crosby-Teletronics Corp. is scheduled for July 15-16. General Electric will be tested July 17-18 followed by Zenith Radio on July 19 and 20. Multiplex Development Corp. and Calbest Electronics Co. will be checked July 21-22 and 23-24 respectively.

A second series of tests will be conducted at a later date at WMMN Fairmont, W.Va., and Fairmont State College. Transmission will continue to originate from KDKA.

The Electronic Industries Assn. established NSRC last year to analyze proposed stereo systems. It was asked by the FCC to conduct a series of tests to gain information to be used in establishing standards for stereo fm transmission and reception. Deadline for the study was set by the FCC for July 29, but EIA will ask the commission for a 90-day extension of time.

Six NSRC panels are presently working on proposals for compatible broadcasting. Out of their extensive experiments and studies will come proposed transmission specifications for each form of broadcasting stereo along with over-all evaluation of system performance covered by specifications (BROADCASTING, Sept. 21, 1959).

Final report by Panel 5, and all reports of the various panels, will be made available to the FCC, the public and to the electronics industry. NSRC chairman is Frederick R. Lack, director of the EIA engineering department.

Color sales zoom

A 300% increase in the sale of new color tv sets over last year was reported by Jack S. Beldon, president, RCA Sales Corp., last Friday (July 8).

Mr. Beldon singled out these developments: The number of key RCA dealers across the country has increased by nearly four times in the last month; increased color set sales were particularly marked in Boston, up 528% over last year; Cincinnati, up 1,072%; Chicago, up 493%; Los Angeles, up 1,000% and New York, up 400%. Heavier than expected orders also were placed by dealers during June for new black-and-white tv receivers, as well as for radio and stereo instruments.

Revere's sale to 3M nears consummation

Negotiations for Minnesota Mining & Mfg. Co.'s acquisition of Revere Camera Co. are getting down to the wire with likelihood the sale will be consummated in the next week or two.

The acquisition, if it materializes, would be the outgrowth of earlier discussions involving possible participation by Revere in 3M's new tape-cartridge system for home recording use. Purpose of the deal, it's understood, would be to achieve wider distribution of the system in which Zenith Radio Corp. and CBS Labs also are participants. Revere produces tape recorders as well as photographic equipment and has approximate annual sales of $20-$30 million. It got into the tape recorder field in the early '50s utilizing 3M tape and has enjoyed close relations with the company ever since. Last year Revere unveiled a new high-fidelity, dual-speed, electronically-controlled recorder.

The system was initially demonstrated this spring at the Institute of Radio Engineers' international convention in New York. Zenith is set to develop the first commercial machine for the recorded system, expected to be on the market sometime next year. Each of six cartridges is capable of 64 minutes' playing time, though the cartridge changer could handle more if desired. Ease of handling and quality of professional tape equipment reproduction are among the features of the system, developed originally for 3M by CBS Labs.

Receiver output up, but tv set sales lag

The Electronics Industries Assn., last week, announced that radio production increased during May by more than 46,000 sets over the corresponding production period in April and that television output rose nearly 20,000 units.

Retail radio sales were up approximately 1,000 units. However, television sales slumped nearly 17,000 units, according to EIA. All cumulative totals for 1960 remained larger than for the like period in 1959. The complete figures:

Tv and Radio Production (Units)

	Television	Tv with UHF Tuner
May	442,176	32,295
Apr.	442,551	39,240
Mar.	549,500	45,411
Feb.	503,453	43,537
Jan.	526,494	50,119
'60 to-date	2,444,174	210,602
'59 to-date	2,211,712	151,379

	Total Radio	Auto Radio	Fm Radio
May	1,277,040	463,165	65,438
Apr.	1,230,323	399,963	61,953
Mar.	1,667,550	633,761	83,127
Feb.	1,442,368	596,872	50,963
Jan.	1,355,788	632,461	33,816
'60 to-date	6,973,069	2,726,222	295,297
'59 to-date	5,677,421	2,262,390	172,640

Tv and Radio Retail Sales (Units)

	Television	Radio (excluding auto)
May	334,283	548,322
Apr.	351,214	547,839
Mar.	501,829	664,441
Feb.	507,673	611,479
Jan.	590,867	803,388
'60 to-date	2,285,866	3,175,469
'59 to-date	1,919,162	2,480,686

RCA redemption call for 1980 debentures

RCA has announced it is calling for redemption Aug. 3 its 3½% convertible debentures due Dec. 1, 1980. The move was attributed to a desire to "broaden the corporation's equity base to provide greater flexibility in financial planning for RCA's accelerating growth in electronic data processing and other promising areas."

Redemption price for the debentures will be 104¾%. RCA said a group of investment bankers headed by Lehman Bros. and Lazard Freres & Co. would purchase all debentures offered through July 19 at a price higher than the redemption price, and then convert these debentures into common stock.

■ Technical topics

Tape & 'tenna ■ RCA reports shipments of a vhf traveling-wave antenna to KSOO-TV Sioux Falls, S.D.; six tv tape recorders (all monochrome) to

America's modern way of doing business
NASA
PREPAID
AIR EXPRESS
MAKE PROMPT DELIVERY
RUSHED BY AIR EXPRESS

The NASA-USAF-Navy X-15 manned rocket gets a vital part . . . delivered with jet-age speed by AIR EXPRESS

X-15 part flies first 3000 miles by Air Express

The scene: Edwards Air Force Base, Calif. Crack engineers work 'round the clock to ready the X-15 for its flight to the brink of outer space. Its engine, built by Thiokol in Denville, New Jersey, packs a 400,000 HP punch—more than the power of two giant ocean liners! Because of an accelerated assembly schedule, some parts—like this turbine pump control—are installed right on the flight line. They must be shipped fast, with kid-glove handling. In short, a job for low-cost AIR EXPRESS. Give your business these advantages, too. Call AIR EXPRESS to speed your products FIRST TO MARKET . . . . FIRST TO SELL.

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foreign countries: three to United Arab Republic, one each to France, Mexico and Japan, and four in this country (also black-and-white): one each to WJXT (TV) Jacksonville, Fla., Graphic Pictures, N.Y., KSTP-TV St. Paul-Minneapolis, and KOCO-TV Enid, Okla.

One in 40 ■ Things have changed since the pre-World War II days when electronics meant broadcasting and practically nothing else. This summer's Western Electronic Show & Convention, Aug. 23-26 in Los Angeles, includes a program of 40 technical sessions on various electronic problems and developments. Of the two score, only one is devoted to broadcasting, a session on "Stereo Multiplex Broadcasting." Speakers at this session will be: A. Prose Walker, NAB manager of Engineering; R.J. Farber, Hazeltine Research Corp.; chairman is I.J. Karr, Hoffman Electronics; panelists are Carl Eilers, Zenith Radio; William H. Beaubien, GE; Murray G. Crosby, Crosby-Teletronics; Harold Parker, Calbest Engineering & Electronics; William Halstead, Multiplex Development Corp.

Altec console ■ Altec Lansing's new 250 SU console offers the greatest flexibility obtainable for stereo, single or multiple-channel operations, according to Altec President Alvis A. Ward. He stated that the 250 SU exceeds FCC, EIA, NAB and recording requirements. Its flexibility is achieved by the use of newly designed miniature plug-in preamplifiers, program amplifiers and utility input devices. All units are identical in size to allow variation in the number and type of amplifiers used per console. Mr. Ward said that single unit construction is also used because of simplified, less expensive installation.

New SSB ■ Kahn Research Labs, Freeport, N.Y., announces a new single sideband receiver designed for relaying radio broadcast signals, program monitoring in difficult reception areas and various Conelrad applications. Model RSSB-59 1A receiver minimizes selective fading distortion and improves the signal-to-noise ratio of conventional am and compatible single-side band transmissions. The new receiver operates on 110 volts AC and comes equipped with an emergency battery.

Midwest representatives ■ Standard Electronics Div. of Reeves Instrument Corp., Farmingdale, N.J., manufacturer of fm and tv transmitting equipment has named the following midwest representatives: Beacon Electronics Inc., Milwaukee, for eastern Wisconsin, the lower peninsula of Michigan, Ohio, Indiana and Illinois; K&M Electronics Inc., Minneapolis, for western Wisconsin, the upper peninsula of Michigan, Minnesota, Iowa, Nebraska and the Dakotas.

New transmitter ■ KOA Denver has purchased a new General Electric 50-kw transmitter to replace its old GE 50-kw transmitter which has been in continuous use since 1933. The equipment is designed for future remote control operation from the station's new studio building.

THE MEDIA

HOW MUCH VOLUME SHOULD YOU DO?

Chapman brokerage firm has a formula to compute the answer

There's an easy way to get an answer to one of broadcasting's perennial questions: "How much business should this station do?"

A simple formula to compute the business potential of a radio station has been developed by Paul H. Chapman, head of the Paul H. Chapman Co. firm of media brokers.

Using available information sources, Mr. Chapman has completed a study of proven averages that provides a rule-of-thumb way to compare past performance and project future goals. The answers will guide applicants in buying existing stations or applying for new stations, he said.

Mr. Chapman started with the annual FCC reports showing broadcasting industry's annual financial condition. "The most recent of these, covering 1958, were digested in BROADCASTING (Sept. 28 and Oct. 5, 1959)," he said.

"Next," he continued, "take the annual 'Survey of Buying Power' published by *Sales Management* magazine, in which total retail sales for the previous year are estimated for each market in the nation. They are checked for accuracy against U.S. Dept. of Commerce reports on County Business Patterns and the U.S. Census of Population."

The Formula ■ With these basic information sources, the formula begins to take shape. "The relationship between retail sales and broadcast income is well understood by the time salesman calling on the prospective advertiser," Mr. Chapman said. "The advertising budget is normally expressed in percentage terms.

"Now, compare the total broadcast income (FCC) with retail sales (*Sales Management*). This shows that radio broadcasters, for example, receive ¼ of 1% (.0025%) of all dollars spent in the ultimate market place, the retailer.

"Most station operators figure their particular market is different from others. They want a ratio figure that can be used for their own market.

"The relative wealth of that market has been shown by its retail sales. For this study, all markets have been divided into four types—Major, Metropolitan, Medium and Small."

How can these markets be separated? Mr. Chapman offers this approach: "In large markets, the metropolitan area is considered to be the market. In

TABLE I: PROVEN AVERAGES

Ratio of Broadcast Revenues to Metropolitan Area/Home County Retail Sales

Market group	Broadcast income (in thousands)	Retail sales (in thousands)	Ratio[1]
Major			
New York[2]	$ 34,078	$18,838,362	.0019
Next 11 markets[3]	102,752	46,769,550	.0023
Next 15 markets[4]	51,619	20,066,790	.0027
Metropolitan[5]	140,662	50,098,440	.0030
Medium[6]	25,601	7,666,550	.0035
Small[7]	121,407	35,322,450	.0036

Notes to Table I:

[1] Adjusted to include revenue from incidental broadcast activities, an additional 5.2%, to broadcast revenues as per FCC report in each group.

[2] New York with its estimated metropolitan area population in excess of 14 million ranks by itself.

[3] In order of population and all in excess of 1½ million. Includes Chicago Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Oakland, Pittsburgh, St. Louis, Washington, Cleveland and Baltimore.

[4] Range from ¾ to 1½ million. Included are Dallas-Ft. Worth, Minneapolis-St. Paul, Buffalo, Houston, Providence, Seattle-Tacoma, Milwaukee, Cincinnati, Kansas City, Miami, San Diego, Atlanta, New Orleans, Portland and Denver.

[5] All Metropolitan areas in FCC report except top 27 shown above.

[6] Non-Metropolitan areas of 3 or more stations, FCC report.

[7] Non-Metropolitan areas, one and two-station markets, FCC report.

sleight of hand,
broadcast-
style

SYLVANIA HIGH-POWER TUBES

Pick a tube, any tube—every one's a winner! Every one's a Sylvania High-Power Tube. They're wizards at "finessing" time, stretching out tube life. Sylvania Tube longevity means lower tube costs per hour of operation, reduced maintenance time—maximum assurance of on-air continuity.

Pick a winner from your Sylvania Industrial Tube Distributor. He can deliver from one of the widest lines of high-power tubes available—tubes for AM, FM, VHF, and UHF. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 125, 1100 Main Street, Buffalo, N.Y.

QUICK GUIDE TO POPULAR SYLVANIA HIGH-POWER TUBES FOR VHF

TRIODES			TETRODES		
Type	Max. Plate Dissipation (Watts)	Max. Freq. (Mc)	Type	Max. Plate Dissipation (Watts)	Max. Freq. (Mc)
357B	400	100	4-125A	125	120
5530	3,000	110	4-250A	250	110
5541	10,000	110	4-1000A	1,000	110
5681	75,000	110	4x500A	500	120
5736	2,500	60	6166	10,000	60
6256	5,000	110	7007	10,000	220
6257	5,000	110			
6258	3,000	110			

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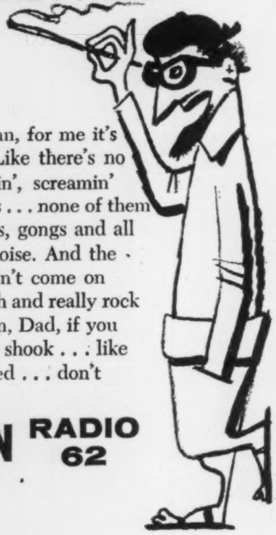
man, that **WSUN RADIO**
is strictly from
SQUARESVILLE!



I mean, man, for me it's nowhere. Like there's no real swingin', screamin' announcers . . . none of them crazy sirens, gongs and all that cool noise. And the music doesn't come on with a crash and really rock you. I mean, Dad, if you want to be shook . . . like really rattled . . . don't listen to

WSUN RADIO 62

BUT . . .
If you want to reach the solid, I mean the really solid, like buyers . . .

"SUNNY" is the #1 ADULT WESTERN STATION*

*LIKE WEST FLORIDA, MAN!

NO. 1 in adult listenership 24 hours a day! And WSUN delivers you the Tampa-St. Petersburg Market at the lowest cost per thousand *adult listeners!*

WSUN 620 KC
TAMPA - ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

TABLE II: EXAMPLES

	Small Market	Medium Market	Metropolitan Market	Major Market
Retail sales	$15,000,000	$ 70,000,000	$250,000,000	$1,500,000,000
Ratio	X.0036	X.0035	X.0030	X.0023
Avg. Bcst. Income	$54,000	$245,000	$570,000	$3,450,000
Share of Market	X100%[1]	X33 1/3%[2]	X21%[3]	X6%[3]
Station Share	$54,000	$ 81,667	$157,500	$ 207,000

Notes to Table II:
[1] Single station.
[2] Three approximately equal facilities.
[3] Share computed on percentage of rate-hours.

the others, the home county was used as the basis. These are frequently the same in the Metropolitan group."

His breakdown of the four market types (Table I) shows proven averages in which the ratio of broadcast revenue to metropolitan area home county retail sales has been compared.

At this point it's simple to figure a particular market's share of broadcast income by multiplying the ratio for market type by its retail sales, Mr. Chapman explained.

"Carrying this one step further," he said, "the individual station income can be projected within its market. In the case of markets with approximately equal facilities an equal share per station can be shown by dividing the market's total income by number of stations."

The arithmetic can be adapted to markets of unequal stations, too. "Here the individual station's percentage share of the market's total 'rate hours' should be used," Mr. Chapman said. "This is simply a matter of multiplying the hours on the air daily by the station's hourly rate, which can be obtained from Standard Rate & Data Services 'Spot Radio Rates and Data.' Use of the station's own rates once again provides a proven yardstick."

Examples of this application of the formula are shown in Table II.

"The fact that the ratio increases as market size decreases," Mr. Chapman said, "may be accounted for in part by less competition. That is, the smaller the market, the less likely it is to have a tv station or daily newspaper.

"Generally the experience of media brokers has been that a purchaser bringing in new blood and enthusiasm will be on the top side of the average. Sound business principles, however, rule that only the average should be projected in making an estimate."

The 'burning' index

Forest fires are a real hazard in the community which KLTV (TV) Tyler, Tex., serves. Last year not only forests, but homes, barns and other property were destroyed by flames. The station has set out to do something about it.

On a daily weathercast, KLTV presented a short narrative film presenting the work of the Texas Forest Service which showed how it measures and records weather data. The film explained the "burning index" the Forest Service compiles to indicate the danger of fires starting, spreading and doing damage at a given time, as well as the difficulty of controlling one then. This index has been used since as a regular feature of KLTV's weathercasts to alert the citizens. In addition to the burning index on the weather reports, the station has been active in supporting the county's fire protection and control program.

Purdue study claims tv is unwholesome

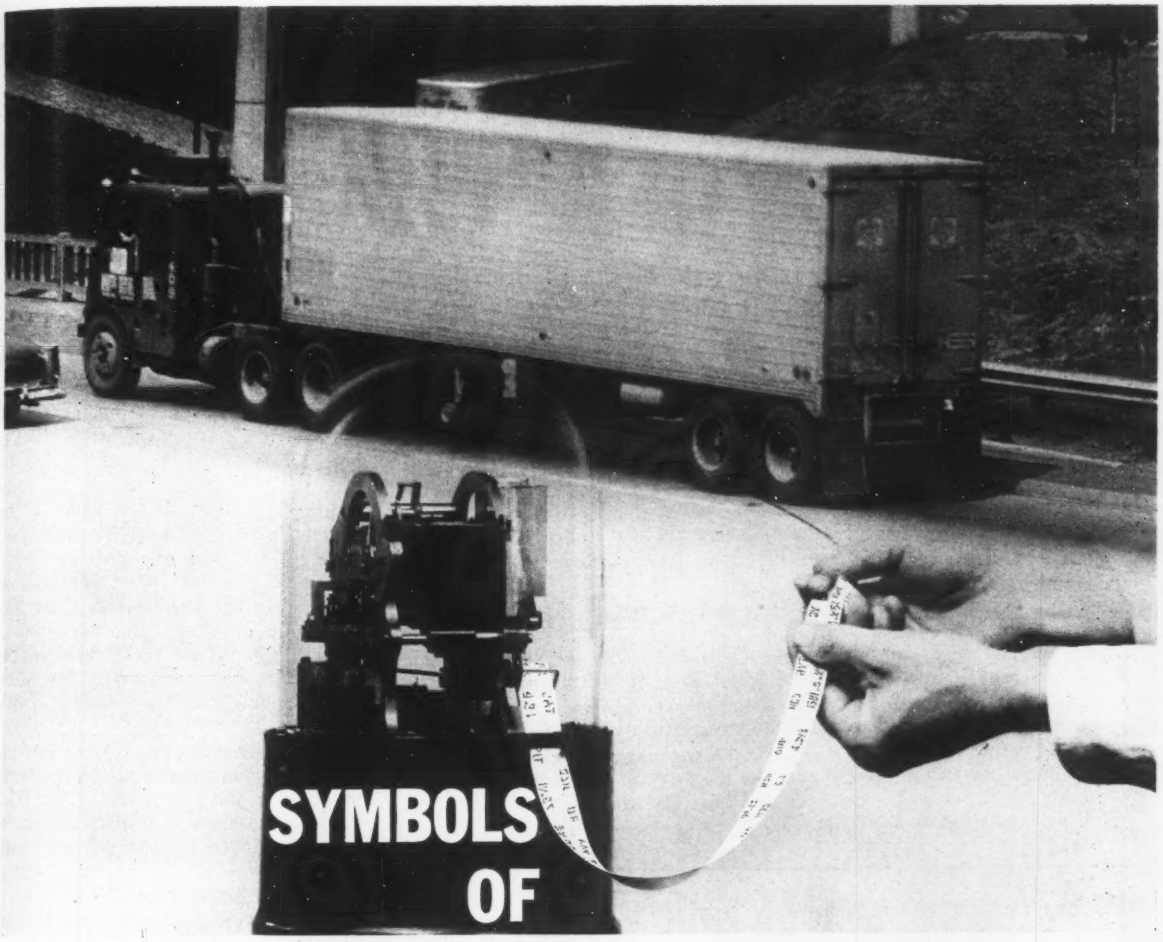
Most television programming today is not a force for good in society. This was the result of a survey taken by the Purdue U. Opinion Panel for the Methodist Television, Radio and Film Commission of the Indiana area.

Nearly 1,600 Methodist pastors, church lay leaders and local presidents of Woman's Society of Christian Service were quizzed on both general and religious broadcasting. Participants were asked to indicate whether they agreed, probably agreed, probably disagreed, or definitely disagreed with about two dozen statements regarding broadcasting.

Almost 38% said that they definitely agree that most tv programs today are unwholesome influences, while another 26.5% said they probably agreed.

New radio rep firm

A new radio station representative to serve stations in markets below the top 50 opened for business July 1. It's Spot Time Sales Inc., headed by William Heaton and located at 38 E. 57th St., New York 22. Mr. Heaton was Chicago manager and assistant New York sales manager of the Daren F. McGavren Co. before joining the new company as president. Prior to that he was with KULA Honolulu, KTTV (TV) Los Angeles and Kaiser Aluminum in Chicago.



SYMBOLS OF ENTERPRISE

When you are told about railroad "progress" abroad, you are being told only half the story.

In these countries, the Government owns and runs public transportation. Private investment is discouraged. Government permits only limited competition, or none at all. Patrons get little or no choice of services and rates. Requests or complaints must thread a maze of officialdom.

In the United States, privately-owned transportation companies must compete steadily to win public favor, survive and prosper. The American idea has produced at reasonable rates the finest transport in all the world's history.

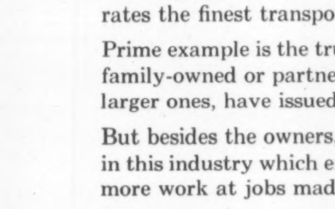
Prime example is the trucking industry, made up of tens of thousands of companies, mostly small, family-owned or partnerships. The owners direct the services. A handful of companies, mostly larger ones, have issued public shares. More will do so as capital needs expand.

But besides the owners, more than seven million trucking employes have a direct stake in this industry which employs more people than any other except agriculture. And many millions more work at jobs made possible only by efficient, flexible highway transport.

Here is American enterprise, ingenuity, and effort invested in an industry that pays big dividends in prosperity and progress for everyone.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.



THE WHEELS THAT GO EVERYWHERE

ATA

Iowa stations adopt single-rate system

While many New York station representatives were researching their answers to N.W. Ayer & Son's crusade to clarify ratecards, at least one of them had some action to report last week.

The Tall Corn Radio Sales group, represented by Venard, Rintoul & McConnell, has adopted the single-rate system, eliminating national, local and other rate differentiations. While not directly linked to the Ayer crusade, the Iowa stations' move comes at a time when L.D. Farnath, the agency's media vice president, is asking for reports from representatives giving specific station reaction to his demand for fair ratecard treatment.

The single rate accomplishes what Mr. Farnath and his agency want: equal treatment for all comparable advertisers. Widespread adoption of it, however, is not realistic to hope for, Mr. Farnath has said. Instead, he would like to see industry-wide action to standardize the various ratecard definitions among national, local, retail, regional and other classifications of business (BROADCASTING, May 30, *et seq*).

The Tall Corn Radio Sales stations, some of which were on the dual national-local structure, agreed at their last meeting to maintain a single rate. The move will mean a slight upward revision on some of the stations, Lloyd George Venard, president of the representative firm, said. Members of the group are KROS Clinton, KSIB Creston, KDTH Dubuque, KVFD Fort Dodge, KXIC Iowa City, KOKX Keokuk, KFJB Marshalltown, KSMN Mason City, KWPC Muscatine, KOEL Oelwein, KBOE Oskaloosa and KICD Spencer, all Iowa.

At the same meeting the group elected Ben Sanders of KICD, president, Mrs. George Volger of KWPC Muscatine, vice president and Glen Stanley of KBOE Oscaloosa, secretary. The member stations individually owned but sold as a group, cover urban and rural markets in 78 counties, accounting for 500,000 radio homes, or 65% of Iowa's population.

KPHO-TV ups power

KPHO-TV Phoenix, Ariz., will complete what it terms its "new tower, more power" expansion program this month with a switch from 17.5 kw to 100 kw, maximum power authorized by the FCC on low band ch. 5. KPHO-TV has undertaken the $475,000 project to replace its present tower atop the Hotel Westward Ho in downtown Phoenix with new equipment on the peak of South Mountain, 8½ miles outside the city. The new facilities include an RCA Victor TT/25/CL transmitter and self-supporting Ideco tower with RCA 6-bay antenna. The 300-foot tower reaches 1770 feet above sea level. In addition the station purchased and installed a new RCA tv tape recorder in its downtown studios.

NAB lauds tv stations on co-op promotion

Cooperative program promotion by all the tv stations in two major markets —Chicago and Los Angeles—has been commended by the NAB Tv Board of Directors. A draft of the resolution, approved in principle at the recent board meeting (BROADCASTING, June 20), has been approved.

The tv directors voiced appreciation "on behalf of the industry for the leadership and devotion to the common cause displayed by these broadcasters in this activity and also to Television Information Office for assisting in this project."

TIO was formed last year to provide a two-way information bridge between tv stations and the public. Clair McCollough, Steinman Stations, is chairman of the TIO policy committee with Louis Hausman serving as director. Stations in seven other cities are expected to begin publication of cooperative program bulletins. The plan was developed to improve understanding of tv's contributions in informing and widening the cultural awareness of the public."

Cooperating tv stations in Los Angeles are KABC-TV, KCOP (TV), KHJ-TV, KNXT (TV), KRCA (TV), KTLA (TV) and KTTV (TV). Chicago stations are WBBM-TV, WBKB (TV), WGN-TV and WNBQ (TV).

AB-PT sells its Disneyland holdings

American Broadcasting-Paramount Theatres Inc. has sold its 35% interest in Disneyland Park to Walt Disney Production and Disneyland Inc. for $7.5 million, Leonard H. Goldenson, AB-PT president, announced last Thursday (July 7).

The stock was sold at the mutually agreed fair price of $1,500 per share. Disneyland Inc. paid $2,002,500 in cash for the stock purchased by it, and Walt Disney Productions gave $5,497,500 in notes payable equally over a five year period. A subsidiary of AB-PT will continue to operate its concessions in the park.

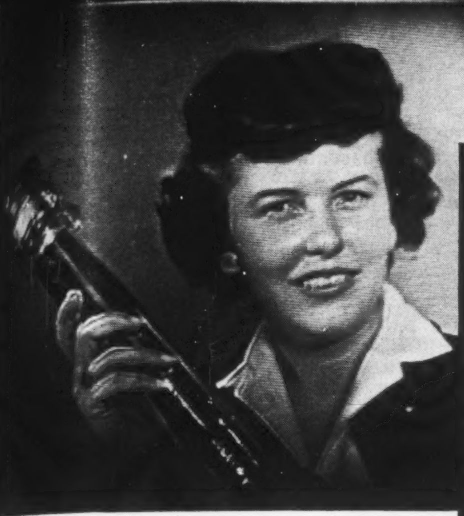
Mr. Goldenson also announced that

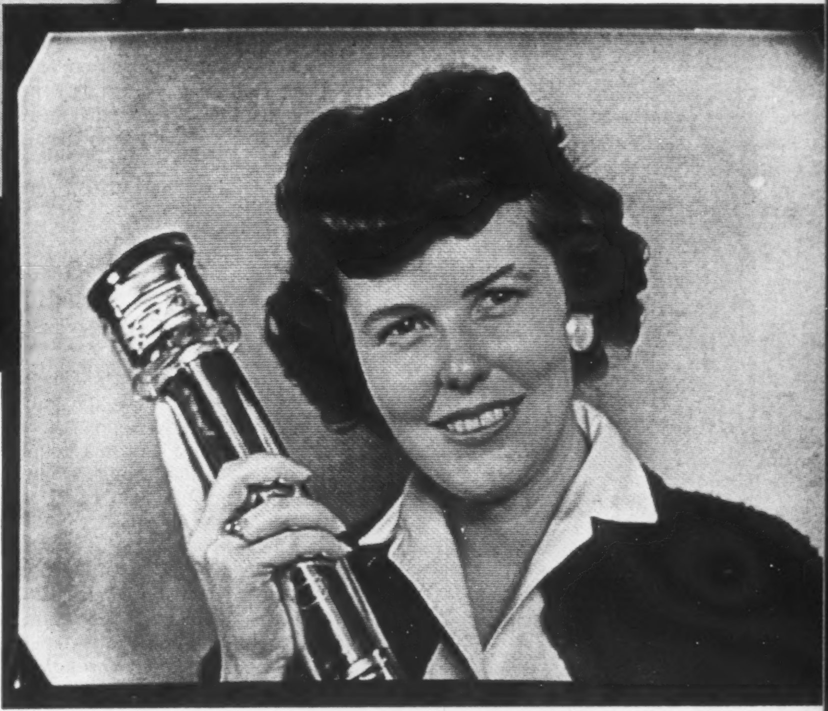
I'M THE WTRF-TV MASCOT... AND I WORK FOR YOU ON PROMOTION 'N' MERCHANDISING!

A MAJOR
multi-billion dollar market
where advertisers are
wheeling
in BIG results; where two
million people spend over 1¾ billion
dollars in retail sales annually.
WTRF-TV activates folks in the
Wheeling Market to "go buy"!

wtrf NBC tv

WHEELING 7, West Virginia
Merchandising • Videotape • Equipped for Network Color
National Rep., George P. Hollingbery Company





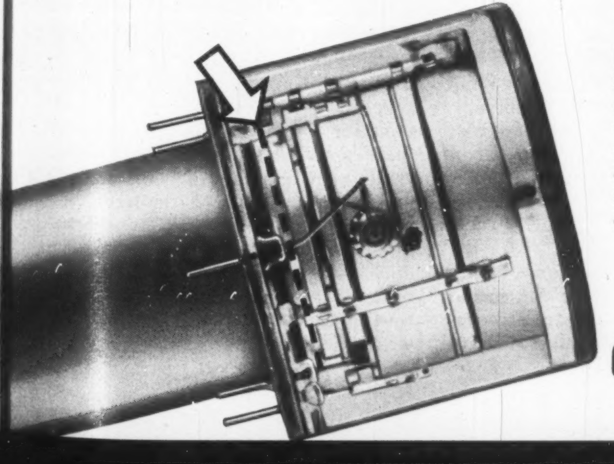
YOUR VIEWERS WILL SEE THE DIFFERENCE! Top picture: note dark corners (portholing), and the white edge effect that shows on girl's fingers and collar. These faults can occur when a standard camera tube is not carefully adjusted for best landing and shading patterns. Right: improved picture with GL-7293 field-mesh tube installed—same subject, lighting, and minimum set-up time. Side to side, top to bottom, the quality is high. Both photos unretouched, from studio monitor.

New General Electric Field-Mesh Camera Tube Reduces Portholing and White "Edge Effects"!

You can be sure of this: a lot more tuning knobs will dial *your* frequency—and stay there—once you put General Electric GL-7293's in your television cameras! Leadership in picture quality is mighty good business for you and your program sponsors.

Let's answer one question immediately. The new General Electric GL-7293 is interchangeable, electrically and mechanically, with all standard 5820 camera tubes. Furthermore, the new tube in most cases requires less set-up time than the types now being used.

The price is favorable. You take delivery from a General Electric tube distributor who's close by, ready to serve you, ready to go. Be first with the finest . . . it pays! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*



NEW HIGH-PERFORMANCE GL-7293 . . . with special field mesh (arrow) mounted in back of target. This design feature, by equalizing the decelerating field which the scanning beam encounters, causes the beam to strike the target in a more evenly perpendicular direction over the whole target area. Gives a "flatter," more uniform picture, reduces white edge effects, increases corner resolution, and helps prevent distortion.

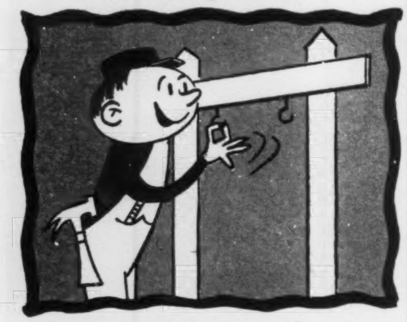
Progress Is Our Most Important Product

GENERAL ELECTRIC

312-302

Far - Reaching !

Yep, gonna build a motel right here.



Sure, we plan to advertise

on WCSH-TV

Besides this fellow, there are 263 other local and national advertisers who know what to expect from SIX's "Far-Reaching Effect."

If you don't already know, ask your Weed TV man about our 6 straight years of surveys.

WCSH-TV
6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

ABC-TV will continue to hold the exclusive rights to the *Walt Disney* Presents program over its network for the 1960-61 season. The program will be carried in a new time period at 6:30-7:30 p.m. on Sunday, starting Sept. 25. Mr. Goldenson reported that litigation between the companies involving the prior tv contract has been terminated.

It was learned that AB-PT invested $500,000 in 1954 for the 35% interest in Disneyland.

AB-PT overseas prospects under study

The prospects for AB-PT's increasing its television activities in the Far East will be explored by Simon B. Siegel, financial vice president, in a four-week visit in Australia, Hong Kong and Japan starting July 15. AB-PT is the parent company of ABC-TV and ABC Radio.

Authorities indicated that AB-PT was primarily interested in acquiring ownership interests in television stations in that area, especially Japan and Australia, but that expansion of program activities also would be explored. Extension of the distribution of Am-Par records into the Far East also will be investigated during the trip.

ANPA plans new unit to back newspapers

American Newspaper Publishers Assn. announced last week that plans for the ANPA Newspaper Information Service, a new unit that will institute a broad public relations program for the newspaper industry, have been prepared by an advisory committee of the association. Stanford Smith, who becomes ANPA general manager on Aug. 1, reported that an initial budget of $50,000 has been allotted for NIS.

NIS will function as a department of ANPA and will be located in the association's New York office. A full-time NIS manager will work under the direction of the ANPA general manager. Operation by Sept. 1 is planned. The NIS program will have two objectives: to create and maintain a better understanding of the daily newspaper and its functions in the social and economic life of the individual, the community and the nation, and second, to cultivate the active interest of young people in newspaper careers.

■ Media reports

They're KHIP ■ With its change from a diversified program format that included sports, nostalgic old 78 rpm records, witty disc jockeys, show tunes and jazz to an all-jazz schedule, KPUP (FM) San Francisco has become KHIP (FM). With nothing but jazz from 7 a.m. to 1 a.m., KHIP hopes to capitalize on what has been the most popular part of its previous programming. Jimmy Lhons of the Monterey Jazz Festival will conduct a two-hour nightly program and Ralph J. Gleason, author, columnist and jazz authority, will be in charge of a 60-minute show nightly. Live as well as recorded broadcasts are planned, with pickups from various clubs in the Bay Area.

New San Diego fm ■ KPRI-FM San Diego signed on the air June 26, the eighth fm operation in that city. Lawrence Shushan is president and manager of the new station, which broadcasts at 106.5 mc with 25 kw. He has stated that the present 16-hour broadcast day will be expanded to 24 hours "in the near future." The format is described by Mr. Shushan as "variety . . . good listening music, women's and children's programs, programs featuring record albums by top comedians, movie and Broadway show albums, light classics and dinner music." The station is equipped for stereo broadcasting. Offices and studios are at 2850 Fifth Ave., San Diego 3.

News moves ■ CBS-TV news bureau, New York, now located in the Grand Central Bldg., which will be razed, is reported to have leased the entire 29th floor and a portion of the 28th floor of the Graybar Bldg.

KBS adds 20 ■ Keystone Broadcasting System announced June 30 it has signed 20 new affiliates: KBRI Brinkley and KBHC Nashville, both Arkansas; KHSJ Hemet, Calif.; KGEK Sterling, Colo.; WQXQ Daytona Beach and WSRA Milton, both Florida; WKLE Washington, Ga.; KYME Boise, Idaho; WMIC St. Helen, Mich.; KEYL Long Prairie, Minn.; WXTN Lexington, Miss.; KTNC Falls City, Neb.; WBMT Black Mountain and WCNF Weldon, both North Carolina; KEYD Oakes, N.D.; WWCH Clarion, Pa.; WCAY Cayce-Columbia, S.C.; WLIJ Shelbyville, Tenn.; KARI Blaine, Wash., and WCLG Morgantown, W.Va.

News internship ■ Winners of the 1960 Westinghouse Broadcasting Co. Electronic News Internships have been added to the staffs of three WBC stations for the summer. The purpose of these honors is "to single out potential creative manpower from the nation's universities and colleges for future employment in one of (WBC's) 11 stations," according to Paul O'Friel, general manager of WBZ Boston. The internes will be supervised and instructed by experienced newsmen and will also write and edit news. Kenneth Knox of

Success story: correspondence school help

How good are "correspondence school" broadcasters? More and more station operators are asking this question as graduates of study-by-mail radio-tv schools pour into the market each year.

Within the past ten years, more than 350 tv and radio stations have hired graduates of correspondence courses as beginning employes. Hired as men-of-all-work or gal-Fridays by broadcasters hard-pressed for novice help, they have advanced to posts as announcers, senior cameramen, transmitter and station engineers, and even directors.

The best evaluation of the home-study graduate as a station employe comes from the broadcasters. KLZ-TV Denver has stated that a woman graduate "has been a valuable asset in our continuity department." WDAY Fargo, N.D., has hired two, advanced one to senior cameraman, the other to sales-service manager.

WREX-TV Rockford, Ill., commented, "The length of 'break-in' time is a good indication of the value of a director's training and experience." A home-study graduate hired by WREX-TV was able to take over directorial duties during his first week with only a few days indoctrination.

Plaudits are heaped upon the graduates by most broadcasters who hire them. Station operators are finding that the correspondence school employes often have stronger motivation to succeed, come to their jobs informed and with the basic tenets of broadcasting already in mind.

The National Home Study Council in Washington, D.C., reports that tv and radio courses are among the most popular offered by correspondence schools. Some of the schools provide resident training to finish up broadcasting courses given by mail. Most of these have completely equipped radio and tv facilities available for training purposes. One school, Northwest, has three such operations going in Portland, Ore., Hollywood and Chicago.

The best tribute to the "mail order" broadcaster, and the schools which train them, comes from those station operators who have hired one as a beginner, then hired others. And this seems to be the rule rather than the exception.

Northwestern U. has joined the WBZ-WBZA news staff; Gary Schmedding is interne at KDKA Pittsburgh and Tom Bryson, both of the U. of Missouri, at WPIX (TV) San Francisco. All three are journalism students.

Single card ▪ WAME Miami has adopted a single rate card effective July 1. The station claims that increasing criticism of the industry practice of maintaining separate cards for national and local advertisers prompted the move. In making the announcement, General Manager Ted Wilson also stated that there will be no triple spotting on WAME at any time.

All-Spanish outlet ▪ WHOM New York, which has devoted part of its broadcast day to Spanish programming since 1947, has become the market's first full-time Spanish language station, with 18 hours of Spanish programs a day (6 a.m.-midnight).

Perimeter network ▪ Cliff Johnson, Chicago air personality formerly associated with several local stations, announced the formation of a Chicagoland Perimeter Radio Network, designed to appeal to housewives. Network will include WTAQ LaGrange, WEAW Evanston and WRMN Elgin, all Illinois, and will carry Cliff Johnson women's interview program produced by Marvin E. Tench Adv.

Moving day in Bangor ▪ WLBZ Bangor, Me., has moved from its 30-year-old quarters on Main St. to its modern Radio Bldg. on Outer Broadway. The new facility, designed by Eaton W. Tarbell & Assoc., houses studio, a production center, newsrooms, offices and the transmitter.

Now its 104 ▪ KVIP-TV Redding-Chico, and KVIQ-TV Eureka, both California, have signed as primary affiliates of ABC-TV, bringing the network's total to 104. The two stations, currently NBC-TV primary affiliates, will continue to carry some of NBC's programs after the new ABC-TV contract becomes effective on Jan. 1, 1961.

Safety first ▪ The 11 radio stations in Baltimore are cooperating in a campaign to reduce the number of pedestrian traffic deaths. It is planned that a total of 67,000 safety announcements be broadcast in a one-year period. The monetary value of this donated time would exceed $250,000. Under this schedule each radio station will carry such an announcement each hour of the broadcast day. Baltimore advertising agencies are cooperating with the 11 stations with each furnishing a minimum of 50 announcements built around specific safety problems.

Crusade changes name ▪ The Crusade for Freedom, which supports Radio

C

Cap·tive

(kăp´tĭv) *adj.*

1. one captivated as by affection.

2. *e.g.* the millions of New Yorkers who are in love with **wmca.**

wmca
NEW YORK A M Radio Sales
wbny
BUFFALO Jack Masla & Co., Inc.
rpi
RADIO PRESS INTERNATIONAL

Free Europe beaming programs to countries behind the Iron Curtain, will conduct all fund-raising operations from now on under the name Radio Free Europe Fund, according to W.B. Murphy, campaign chairman and president of Campbell Soup Co. He said the change will make it easier for the public to associate the fund with the work it does and that the organization's purpose remains unchanged.

Prizewinner ▪ Warren Doremus, news and program director of WHEC Rochester, was honored by the New York State Bar Assn. for the station's four-part series called *Pursuit of Liberty—Our Freedom Under Law*. The program was produced in cooperation with the Monroe County Bar Assn. and presented three Rochester lawyers who gave their views on how the law guarantees individual civil liberties. This is the first year the New York group has presented an award specifically for radio and tv.

Quick relief ▪ Collins Radio Co., Cedar Rapids, Iowa, acted swiftly to come to the aid of KFSA Fort Smith, Ark., when the station was struck by lightning, knocking out all transformers and meters. The company dispatched a 20V-2 transmitter which arrived the day after it was sent. KFSA and Collins field service engineers installed the off-the-shelf transmitter while the station continued to operate with an emergency 50 watt transmitter. Four days later regular operations were resumed.

All-night bandstand ▪ WRCV Philadelphia has extended its broadcast schedule to 24 hours per day, five days a week. The plan was activated by listener acceptance of the station's "big band music" policy, according to Station Manager T.E. Paisley. Tom Reddy will be host of the 12:30-5:30 a.m. show, which will be sponsored by Anheuser Busch, maker of Budweiser beer, for the five hours. D'Arcy Adv., St. Louis, represents Budweiser.

Radio treks, too

Coincident with a report from the U.S. Census Bureau that nearly two-thirds of the increase in the population in the U.S. since 1950 has been in the suburbs, the Radio Advertising Bureau claims that "radio currently is running a full 72% ahead of newspapers" in penetrating U.S. suburban areas.

RAB bases its claim on a study conducted in 10 metropolitan centers from coast to coast. The survey found that newspapers cover 78.1% of families in the city zone but penetrate less than half (48.2) of families in suburbia. Radio, the survey points out, reaches more than 80% of families, both city and suburban. Cities covered in the survey include Baltimore, San Francisco-Oakland, Miami, Philadelphia, Providence, Boston, Buffalo, Chicago, Detroit and Los Angeles.

Arizona scholarships ▪ Four $500 radio-tv scholarships, two for students at the U. of Arizona and two for students at Arizona State U., were presented to the presidents of the two universities during the spring meeting of the Arizona Broadcasters Assn. in Tucson. Two of the awards, one to each institution, were given by ABA. The Metropolitan Phoenix Broadcasters gave one award to ASU, located in its area; the Tucson broadcasters gave their award to U. of A. in their city.

WCCO scholarship ▪ WCCO-TV Minneapolis will award a four-year $1,200 scholarship to a beginning freshman in the field of radio-tv at Minnesota U. In making the announcement, F. Van Konynenburg, the station's executive vice-president, said this was the first scholarship to be used specifically in the School of Journalism and that the station plans to award a similar scholarship annually.

Revamped ▪ KITE San Antonio has opened new studios in the Calvert Bldg., 535 S. Main Ave., Suite 301.

NAEB going live? ▪ Possible formation of a live radio network for noncommercial stations will be explored at a seminar to be held by the National Assn. of Educational Broadcasters at the U. of Wisconsin in Madison July 17-21. Approximately 45 representatives of NAEB member stations are expected to attend the meeting. General network operation, including such aspects as financing, programming and engineering, will be discussed.

Power boost ▪ WSYR-FM Syracuse, N.Y., plans to boost its power from 10 kw to 100 kw. Construction is underway. Under the direction of Albert J. Eicholzer, WYSR chief engineer, the present 84-foot, four-bay antenna is being replaced by a 245-foot, eight-bay antenna. It is expected that the greater power will double the station's present coverage area. The changeover will take about three months.

Newest WANN ▪ The newest fm outlet in the Baltimore-Annapolis-Washington area is WANN-FM Annapolis, Md., sister station to WANN. Operating on 107.9 mc with 20 kw power, the new station features semi-classical music, show tunes, light opera and standards. It operates from 5 p.m. to midnight daily.

Fm move ▪ WXFM (FM) Elmwood Park, Ill., announces the move of its general offices and some studio facilities from that suburb to Chicago's Fine Arts Bldg., 410 S. Michigan Ave. (Tel.: Wabash 2-1000).

New Illinois station ▪ WJRL Rockford, Ill., a 500 watt daytimer, signed on the air June 18. The station operates on 1150 kc and will serve 11 counties in northern Illinois and southern Wisconsin with a population over 600,000, according to John R. Livingston, president and majority stockholder in the licensee, Town & Country Radio Inc. WJRL uses a format of good music, news and farm coverage. Its policy is one rate for national and local accounts, according to Mr. Livingston.

WIVY has new studios

A new home and new remote gear are the latest additions to WIVY Jacksonville, Fla. The station has completed its move into a new $110,000 building at 1639 Atlantic Blvd. near the downtown section of Jacksonville. New equipment for the 1050 kc station includes a new 1 kw transmitter.

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

DIAL 1110 | 50,000 WATTS

KRLA

RADIO LOS ANGELES

Represented by
DONALD COOKE INC.

39% GAIN

Tv revenues rise in Great Britain

Television Press Agency Ltd., London, an associated service of A.C. Neilsen Co. Ltd., has released the May figures for British commercial tv which show a 39% increase over those of May 1959. The information is compiled from TPA's independent monitoring service and is calculated from contractors' rate cards excluding agency and frequency discounts. The contractors' revenues:

Contractor	May 1959	May 1960	Increase
AR London	£1,054,858	£1,424,067	35%
ATV London	570,630	652,595	14%
ATV Midland	541,330	691,150	28%
ABC Midland	289,379	357,270	24%
Granada North	888,809	1,305,016	47%
ABC North	421,205	521,889	24%
STV Scotland	302,821	394,154	30%
TWW Wales & West	298,516	393,440	32%
Southern	288,919	430,320	49%
Tyne Tees	229,615	332,625	45%
Anglia (On air October 1959)		191,506	—%
Ulster (On air October 1959)		83,040	—%
Total revenue	£4,886,082	£6,777,072	39%

Radio-tv ads used to overcome illiteracy

For advertising popular consumption products, radio and television are chiefly used in Venezuela, according to J. E. Montgomery, assistant commercial secretary at the Canadian Embassy at Caracas. In a report to the Canadian government he points out that "radio offers the best opportunity of reaching the largest possible audience and assists in overcoming the illiteracy handicap. This is particularly true of the interior, where the highest rates of illiteracy occur and which is easily reached by radio.

"There are about 45 broadcasting stations in Venezuela, of which most are independent and exclusively local. Three radio networks with six stations are in operation throughout the country; these stations reach approximately 250,000 radio sets. All radio broadcasts must be made using Venezuelan artists and material exclusively.

"Television is a particularly popular medium. Local advertisers have not been slow in realizing the advantages of putting across their messages through a medium that combined both aural and visual impact. It has been found particularly useful for consumer goods with a widespread appeal.

"There are seven television stations—one government and four commercial in Caracas, one in Maracaibo, and one in Valencia. Only one, however, can be received in the interior. There are 170,000 tv sets. The programs consist of live drama, musical and variety shows, plus filmed U.S. programs. The foreign programs are dubbed with Spanish voices. Both live and filmed commercials are used. All commercial talent must be Venezuelan and licensed."

He also pointed out that there are a large number of advertising agencies in Venezuela, with branch offices. The majority charge a 20% gross commission, others charge 17.65% on space and 15% on production if the billing is sufficiently large.

Authors, CBC talk

Negotiations for a new contract between the Canadian Broadcasting Corp. and the Canadian Council of Authors and Artists, covering 1,600 actors, singers and artists, have stalled. The contract, which expired last February, had been renewed to this month. The union claims there have been no increases in basic rates for five years. CBC offered two per cent increases in three of 12 categories of performers and substantial decreases in four others. CBC spokesmen stated the corporation was prepared to continue negotiations for the new contract.

Canadian BBG under fire from Parliament

The Board of Broadcast Governors has been severely criticized in the Canadian Parliament at Ottawa for recommending a license for a television station to the *Toronto Telegram*, evening daily newspaper, with strong Conservative party leanings. (The Conservative party is in power at Ottawa, and many of the BBG appointed members are Conservatives.) The *Telegram* has been licensed for the second tv station at Toronto.

A Parliamentary Committee on Broadcasting has been set up to investigate the BBG, private broadcasters represented by the Canadian Assn. of Broadcasters, and the government's

CLEVELAND? BOSTON?
NEW ORLEANS?

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: International Paper Company installation in Bastrop, Louisiana, including two of its ten Southern Kraft Division paper mills, producing quality bleached papers and container board; the Single Service Division, producing milk cartons; and the Bag-Pak Division, producing multiwall bags.

Canadian Broadcasting Corp.

Criticism of CBC by opposition party members included the government's appointment of Robert L. Dunsmore last fall as CBC chairman. The appointment was kept a secret for several months. CBC's handling of public affairs programs was criticized as being "gutless." Opposition members claimed CBC's handling of provincial elections and other Canadian political events showed the CBC to be "scared stiff" following last year's hearings before the Parliamentary Committee on Broadcasting. On the other hand, they say, CBC gives detailed and frequent coverage of foreign events.

Opposition members also singled out the sale of CKGN-TV North Bay, Ont., to Roy Thomson, Toronto, owner of a number of radio-tv stations and an international newspaper chain. The sale has yet to be approved by the BBG. Thomson owns CFCH North Bay.

BBC Tv Centre opens

The BBC launched its ultra new Television Centre in London on June 29 with its first telecast as the first of seven studios under construction became operational. Calling his $45 million plant the largest and best equipped "factory" in the world, BBC-TV Director Gerald Beadle said it would produce 1,500 program hours a year and predicted the BBC would soon be the international counterpart in electronic programming of Hollywood in film. The BBC Television Centre occupies a 13-acre site in Shephards Bush, West London. Four more studios will be opened in the next year and the others later. Hugh Carleton Green, director-general of the BBC, called the Centre opening an important step in the evolution of public service broadcasting and mentioned color tv experiments as the latest in a progression that led to the BBC's pioneering role in Eurovision and development of cable film trans-ocean transmission.

Two Canada stations have British backing

British television gained its first Canadian foothold with a recommendation on Tuesday by the Board of Broadcast Governors for a second English language television station at Ottawa and for a television station at Pembroke, Ontario. The Granada Tv Network, London, England, has minority holdings in the new licenses awarded at Ottawa to Ernest L. Bushnell and associates on ch. 13, and to CHOV Pembroke, on ch. 5. Mr. Bushnell resigned as a vice president of the Canadian Broadcasting Corp. about a year ago. Four other applicants for the Ottawa station were turned down. CBC was denied a satellite station at Pembroke, one hundred miles north of Ottawa.

CJCH Halifax, N.S., was recommended for a second Halifax television station on ch. 5. The sale of CKGN-TV North Bay, Ont., to Mrs. C.E. Campbell, Port Credit, Ont., daughter of international broadcaster and newspaper chain owner Roy Thomson, was approved. CKFH Toronto was recommended for a daytime power boost from 5-kw to 10-kw. CKCO-TV Kitchener, Ont., ch. 13, was recommended for maximum power increase to 325-kw video and 160-kw audio.

British writer pact

An agreement has been reached between Great Britain's Television & Screenwriters' Guild and four of the country's main independent tv programming commercial outlets which guarantees a minimum of £200 for a one-hour tv script. The agreement is the first involving minimum rates for tv writers and comes after several years of negotiation. The guild's secretary has pointed out that all tv writers are protected by the agreement whether or not they are members of that union. There are additional provisions for royalties based on the original selling price when there is an option of reselling abroad, which will be paid regardless of whether such sale is consummated. BBC is not affected by the agreement.

■ Abroad in brief

Changing hands ■ CKCR Kitchener, Ont., 31-year old station with 250 w on 1490 kc, owned by the widows of its two founders, has been bought by J. Irving Zucker, Hamilton, Ont., who last year was granted a license for CHIQ Hamilton. The transfer was sanctioned at a recent meeting of the Board of Broadcast Governors.

CKCR also owned a quarter interest in CKCO-TV Kitchener. This has been sold to Carl Pollock, station manager, who had owned a quarter interest when the station was founded. Pollock now shares equal ownership of CKCO-TV with Canadian Famous Players Corp., Toronto, which owns major interest in CFCM-TV and CKMI-TV Quebec City, Que., and in the Toronto, Ont., pay-television operation.

Beer boom in Canada ■ Liquor and beer companies have begun negotiations with the Canadian Broadcasting Corp. over possible fall programs, CBC officials at Ottawa announced. This follows new regulations for beer and liquor advertising recently announced by the Ontario government, which until now has not permitted any such advertising on the air (BROADCASTING, June 6). Advertising agencies as well as a number of breweries have approached the CBC on sponsorship of fall football radio and television broadcasts and other sporting events.

Rep. change ■ CJBC Toronto, Ont., has dropped Stovin & Byles Ltd., Toronto, as national representative, and will use the Canadian Broadcasting Corp. Toronto, commercial department's staff as its representative.

Block that rock ■ The state-sponsored British Broadcasting Corp. and the commercial network, Independent Television Authority have come to similar conclusions about impending doom for rock 'n' roll. Two BBC rock programs, *Drumbeat* and *Dig This*, failed to win big audiences and ITA's *Wham!* and *Boy Meets Girl* were also unsuccessful.

Admiral down under ■ Admiral International Corp. has completed arrangements for the manufacture of its tv receivers in New Zealand later this year. The sets will be produced under license by Collier & Beals, Wellington. The agreement marks the 10th foreign country signed thus far by Admiral for its receivers. Collier & Beals has three factories in Wellington and makes radio receivers and phonographs.

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

FATES & FORTUNES

Broadcast Advertising

Charles A. Pooler, senior vp at Benton & Bowles, N.Y., appointed member of executive committee of Advertising Research Foundation, that city.

MR. CARMICHAEL

Cecil K. (Mike) Carmichael, account supervisor at Benton & Bowles, N.Y., elected vp. Mr. Carmichael, who joined agency's publicity department in 1947, became account executive in 1956 and supervisor in 1958. Prior to joining B&B, he was assistant general manager, NBC owned & operated tv stations.

James N. Harvey, vp and creative director of Richard K. Manoff Adv., N.Y., elected senior vp.

MR. PEEBLER

MR. HOUNSHELL

Charles D. Peebler Jr. and **Russell E. Hounshell** promoted to vps at Bozell & Jacobs, Omaha, Neb. Mr. Peebler will have charge of business development for agency's 13 offices. Mr. Hounshell is account executive specializing in food advertising.

Stuart E. Hample, copy supervisor at BBDO, N.Y., and **W.S. (Si) Mowat,** Montreal office manager, elected vps.

Lisle Shoemaker, partner in Teawell & Shoemaker, elected president of San Diego Assn. of Advertising agencies. **Orva H. Smith,** radio-tv director of Phillips-Ramsey Co., elected vp; **William Neitfield,** owner of William Neitfield & Assoc., elected secretary.

Billy James, director of advertising for Flamingo Films, N.Y., forms Ads/Infinitum, pr and advertising service, located at 369 First Ave., N.Y.

T. Peter Zachek, formerly advertising manager of Associates Investment Co. to Jim Moran Assoc., New York and Hollywood publicity firm. He will cover midwest in conjunction with product publicity for Studebaker-Packard Corp.

Anthony C. DePierro, special assistant to Sam M. Ballard, president, of Geyer, Morey, Madden & Ballard, N.Y., appointed vp in charge of media.

Larry Woolf to Graphic Pictures Inc., Chicago as producer-account executive. Formerly, he was agency supervisor at Dancer-Fitzgerald-Sample.

MR. FRANKENBERRY

James R. Frankenberry, formerly vp and account supervisor with Doherty, Clifford, Steers & Shenfield, N.Y., to Fletcher Richards, Calkins & Holden, that city, in similar capacity.

Harry Stoddart, copy supervisor at Kenyon & Eckhardt, N.Y., named tv group head on Ford Motor Co. account.

John C. Ianiri, account executive and brand supervisor; **Charles Jones,** account executive, and **William S. Robinson,** account executive and brand supervisor, all promoted to account supervisors at Leo Burnett Co., Chicago. Messrs. Ianiri, Jones and Robinson formerly were with Grey Adv., Maxon Inc. and Earle Ludgin & Co., respectively.

Dale Dickson, formerly with William Hart Adler Inc., and **Ruth Green,** previously with Wentzel & Fluge, both Chicago, to copywriting staff of R. Jack Scott, that city.

Lawrence R. McIntosh, executive vp and head of Grant Adv. Inc.'s Detroit office, has announced resignation.

MR. RYAN

Dan Ryan, executive director of commercial production at Tatham-Laird, Chicago, and 25-year veteran of advertising, radio and theatre fields, announces resignation effective Aug. 15. Mr. Ryan also was member of agency's executive committee and strategy planning staff. At one time he headed commercial department at Dancer-Fitzgerald-Sample, supervising Falstaff baseball broadcasts, and handled first experimental tv commercials for General Mills in 1947.

The Media

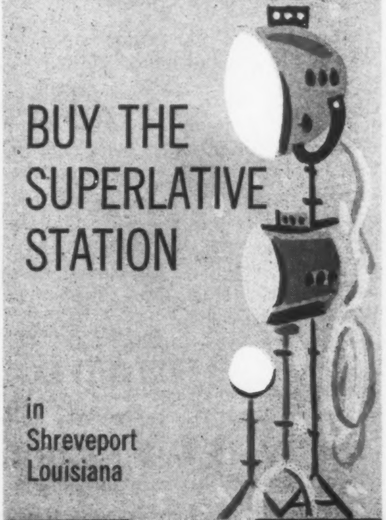
Robert C. Walker, WCHV Charlottesville, elected president of Virginia Assn. of Broadcasters, succeeding **Tom Chrisman,** WVEC-AM-TV Hampton-Norfolk who becomes member of board. **N. Wilber Kidd,** WAYB Waynesboro, elected vp with **Hamil-**

GET ACTION IN COLUMBUS on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated FIRST in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people **buy!**
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!

THE NEW WCOL
THE CAPITAL STATION
COLUMBUS 15, OHIO
1230 AM
92.3 FM
24-hours-a-day-broadcasting
Represented by: robert e. eastman & co., inc.

BUY THE SUPERLATIVE STATION in Shreveport Louisiana



KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA
E. Newton Wray, Pres. & Gen. Mgr.
Represented by The Katz Agency, Inc.

ton Shea, WSVA-AM-TV Harrisonburg, succeeding Mr. Kidd.

MR. WAYNE

Elmer O. Wayne, formerly general sales manager of KFI Los Angeles, appointed general manager of KGO San Francisco. Prior to joining KFI, Mr. Wayne was vp in charge of sales for WJR Detroit.

Don L. Pierce, formerly radio-tv sales executive and air personality in North and South Carolina, joins WNCA Siler City, N.C., as general manager.

John Walker, with Daren F. McGavren Co. Chicago, named manager of new St. Louis office.

John J. Heetland, formerly account executive with KFDA Amarillo, Tex., to KIXZ, that city, as general manager, succeeding **Ed Routt.**

Frank Merklein, formerly in technical operations of NBC-TV, joins Television Bureau of Advertising, N.Y., as director of member sales presentations. Mr. Merklein will supervise color, black & white television tape recorder operations.

Marc Bowman, formerly operations manager of KPQ Wenatchee, Wash., appointed manager of KGMG-FM Portland, Ore., which is slated to go on air middle of this month.

Abe Voron, general manager of WQAL-FM Philadelphia, elected to third consecutive term as president of Communications Assn. of America.

Richard Jungers, on sales staff of WMAQ Chicago, appointed executive in NBC Radio Spot Sales Central Div., that city. Before joining WMAQ, he was on sales staff of WGN Chicago. **Ed Denten,** formerly with Robert Eastman & Co., station rep., Chicago, to WMAQ sales staff.

Eugene N. Aleinikoff, formerly on legal staff of CBS-TV, joins National Educational Television and Radio Center, N.Y., as director of legal and business affairs.

Tom Hanserd, formerly with WKRM Columbia, to WSM Nashville, both Tennessee, as operations manager.

Lou Tappe becomes sales manager of WPNC Plymouth, N.C. **C.T. West** and **Jesse Carroll** join WPNC as news director and announcer-personality, respectively.

Hugh F. Del Regno, manager of accounting and budgets at NBC Owned Stations and NBC Spot Sales, promoted to director of business affairs, that division.

Robert Doherty, formerly with KROY Sacramento, to KRAK Stockton-Sacramento, Calif., as account executive.

MR. SEAVEY

Hollis M. Seavey, formerly radio network newsman and Washington legislative representative, appointed member of government affairs staff of NAB. Appointment is part of NAB program to widen government relations activities. Mr. Seavey has been active in Washington since 1946 except for part of last year when he owned and operated WCUM Cumberland, Md.

Walter B. McQuillan joins Radio Advertising Bureau, N.Y., as national account executive.

Kenneth L. Ross joins KFMB San Diego as account executive.

Val Linder promoted from assistant program director to program director at WCCO Minneapolis. **Wally Olson,** music director, named assistant program director.

Gene King, formerly director of programming of Radio Liberty, joins WCBS New York as director of programs.

MR. CANTY

John R. Canty, acting station and commercial manager of WCCM Lawrence, Mass., appointed station manager of WCCM and WGHJ (FM), that city. Previously, he was news director and program manager of WCCM.

James J. Wychor resigns as general manager of WKEE-AM-FM (formerly WHTN) Huntington, W.Va.

Arthur H. Simmers, formerly sales manager of WMCK McKeesport, Pa., to WOMP Bellaire, Ohio, as general manager, succeeding **O.C. Halyard,** named vp and general manager of WCMI Ashland, Ky.

Richard G. Salerno, formerly commercial manager of KGLU Safford, to KCKY Coolidge, both Arizona, as general manager. **Jim Garchow,** air personality at KCKY, succeeds Mr. Salerno. Both stations are part of Gila Broadcasting Network.

Richard Dreyfuss, formerly with KDKA-TV Pittsburgh in various capacities, joins WSAZ-TV Huntington, W.Va., as program director. Mr. Dreyfuss, who joined KDKA-TV in 1950, previously was in program department of WMAQ Chicago and programming liaison manager to CBS-TV New York.

Welles Hangen, with NBC News in Cairo, appointed head of new bureau in New Delhi, India. **Tom Streithorst,** formerly in Beirut bureau, succeeds Mr. Hangen. In other changes, **William Boyle** moves from New York to London, replacing **John Chancellor** who moves to Moscow to succeed **Joseph Michaels** who returns to New York.

Lou F. Dennis named program director of WATR Waterbury, Conn., succeeding **Jordan Kaplan.** Mr. Dennis earlier (BROADCASTING, July 4) was incorrectly identified as Lou F. Daniels.

John Brookman, formerly sales planning and promotion assistant at NBC-TV Central Div. network sales, to American Dairy Assn. as product program director.

Peter Allen, formerly of WXYZ-TV Detroit, joins John Blair & Co., that city, as sales executive.

Arthur King, announcer-producer at WEEI Boston, becomes director of community and public affairs. **Frederick M. Cusick** appointed news director.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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☐ 52 weekly issues and Yearbook Number 11.00
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name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

He won't be stopped

Joe Roth, moderator of a lively noon hour discussion show on KWPC Muscatine, Iowa, very likely is one of the most influential and important men in town. His broadcasts—over 2,000—have resulted in numerous civic improvements in Muscatine and the surrounding area. He has raised money, spearheaded school bond issues, conducted polls, and in general has led the fight for the will of the people. But Joe Roth does not move. He is paralyzed from the waist down, a victim of polio.

JOE ROTH
Rambler at work

Since 1953, when he began *Ramblin' With Roth,* Joe has been a tireless public servant through broadcast facilities that KWPC has built in his living room.

Ramblin' With Roth has hosted various state and political dignitaries—once during a heated Iowa gubernatorial battle that Joe predicted almost to the exact count. Discussions, which pretty much highlight *Ramblin' With Roth,* "bring out the worst on both sides—and results," says Joe, shown in photo with station manager George Volger (standing) as they discuss a point.

But broadcasting itself does not end Mr. Roth's job. He is a semi-account executive—even has some regional accounts. And to top it off, Joe is the coordinator of Muscatine's 24 hour volunteer emergency rescue service and is a honorary fireman. Many think he'd run a good race as mayor.

David G. Lee, formerly news director at WMSP-TV Minneapolis-St. Paul, joins WSUN-AM-TV St. Petersburg, Fla., in similar capacity. **Irwin Brown** named assistant news director. **George E. (Chip) Collins,** formerly news director of WCLY St. Petersburg, joins WSUN-AM-TV as reporter-photographer.

Stanley Bernard, formerly of WBAI New York, joins announcing staff of WHLI Hempstead, N.Y.

Robert W. White, formerly of WMCA New York, joins WMGM, that city, as supervisor of music.

Jack Hartig and **Mike Wilton** join WABX-FM Detroit as engineer and chief announcer-promotion director, respectively.

Bill Gittler, formerly with WVKO Columbus, Ohio, joins WERC Erie, Pa., as announcer. **Gary Strobel** and **Edwin Meek** join WERC as engineers.

Arthur Fiedler, conductor of Boston Pops Orchestra, named "man of the year in music" by Better Music Broadcasters, nationwide organization composed of good music stations.

Frank Sweeney, formerly disc jockey at WHOT Youngstown, to KYW Cleveland, both Ohio, in similar capacity.

Hal Heller and **George Sima,** formerly of WPOM Pompano, Fla., and WHEN-TV Syracuse, N.Y., respectively, join WBAB Long Island, N.Y., as air personalities.

Jay Barrington, assistant to general manager of WDAF Kansas City, re-

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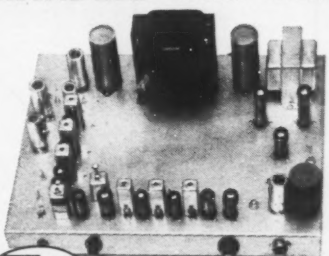

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CONTINENTAL MANUFACTURING, INC. CM
1612 California Street - Omaha, Nebr.

ceived Sam Casey Award from Kansas City Chapter of Society for Advancement of Management for "significant accomplishments in telecasting."

Richard A. Keating, manager of The Bolling Co.'s Boston office, elected president of Broadcast Executive Club of Boston.

Martha Crane, women's program director of WLS Chicago, honored with Headliner award of Theta Sigma Phi, national women's journalism sorority.

William H. Galbraith joins staff of CBS News in Washington. He had been with United Press International.

Stuart Brent, Chicago book store owner and reviewer at WBKB (TV), that city, also signed for similar series by WLS there.

Albert Voecks joins KTIV (TV) Sioux City, Iowa, as announcer.

Don Armstrong, formerly of WGMA Hollywood, Fla., to WQAM Miami as air personality.

Bill Bernard and **Alan Douglas** join KGBS (formerly KPOP) Los Angeles as announcers. **Seymour S. Merrill** and **Allen Todd** named members of news staff.

Connie Balfour joins KUTT Fargo, N.D., as air personality.

Lonny Starr, formerly of WNEW New York, joins WBIC Bayshore, N.Y., as air personality.

Johnnie Rowe, formerly air personality at KOBH Hot Springs, S.D., to KTLN Denver in similar capacity.

Dale Adkins, formerly air personality at KLIN Lincoln, Neb., to announcing staff of WAIK Galesburg.

Mitchell Lebe, formerly disc jockey at WINS New York, joins WBIC Bay Shore, Long Island, N.Y., in similar capacity.

Hi neighbor

Mary Margaret McBride comes out of retirement today, July 11, to begin broadcasting three times a week over WGHQ Kingston, N.Y. The hour broadcasts will originate from her home in the Catskills, where she will interview local residents and notables.

Harry Thayer, WGHQ's manager and Martin Stone, president of the Herald-Tribune Radio Network, enlisted the longtime network radio personality (ABC and NBC) and assigned as her assistant WGHQ staffer Cay Conway, who formerly worked with Miss McBride in New York. The show is called *Your Hudson Valley Neighbor—Mary Margaret McBride*. Early guests will include Jinx Falkenberg and Tex McCrary, Eleanor Roosevelt, Gore Vidal and Fannie Hurst. Thirteen advertisers have signed for the show.

C. Leslie Golliday, owner and operator of WEPM Martinsburg, W.Va., elected mayor of Martinsburg.

Ted J. Simon, formerly air personality at WPBN-TV Traverse City, Mich., to WCCW, that city, as production manager.

Bartley W. Curran promoted from staff announcer-air personality to production manager at KGLO-TV Mason City, Iowa.

Bernie Mann, formerly account executive at WADO New York, joins WPTR Albany, N.Y., in similar capacity.

Programming

Drummond Drury, with Filmways Inc., N.Y., named vp in charge of photography.

Walter J. Kaufman, formerly manager of business affairs at Punch Films, N.Y., named assistant to president of Flamingo Telefilm Sales, that city.

Alan Barzman, writer for Freberg Ltd., Hollywood, resigns. Future plans call for completion of screen play and numerous free lance assignments.

MR. BROMAN

Edward J. Broman, vp of regional sales at Ziv-UA, Chicago, named vp in charge of Chicago sales department. **Ray McGuire,** formerly manager of North Central Div., Chicago, promoted to regional sales manager. **Don Brogdon,** previously division sales manager, South Central Div., Dallas, named syndication sales manager, headquartering in N.Y. **Jack Puler,** spot sales manager, succeeds Mr. Brogdon as division manager, Dallas. **Robert Reis,** formerly account executive, spot sales manager, chosen sales manager, Chicago. **Michael Kievman,** spot sales manager, Chicago, named sales manager, Cincinnati.

James Orchard, formerly sales executive at CBS Films, joins Lux-Brill Productions, N.Y., as account supervisor and director of client service.

Jack Elliott, formerly national creative director for W.B. Doner Co., Detroit, resigns to form own organization, Jack Elliott Productions Ltd. with offices in New York, Detroit, Las Vegas and Paris. New company will produce radio and tv commercials and industrial motion pictures. Address: 35 W. 53rd St., New York, N.Y. Telephone: Circle 6-2274.

MR. WHITE

Henry S. White, director of program procurement, Screen Gems, N.Y., named national sales manager. Mr. White, president of N.Y. Chapter of Academy of Television Arts and Sciences, founded World Video Inc., in 1947. **William Russell** signs to direct first 10 episodes of *Dennis The Menace* and several stanzas of *My Sister Eileen*. **William Sackheim** to direct new hour-long *Dan Raven*, slated for NBC this fall. **Matthew Rapf,** producer of *Two Faces West*, becomes writer on all 39 episodes.

Howard Rodman signs with Herbert B. Leonard as story consultant in creation of new material for *The Naked City* and *Route 66*, new hour-long tv

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series to be seen on ABC-TV and CBS-TV, respectively, this fall.

Henry G. Saperstein, packager of *All-Star Golf, Championship Bowling, Ding Dong School* and other tv programs, becomes president of UPA Pictures, succeeding **Stephen Bosustow,** founder of UPA, who becomes board chairman and relinquishes active management of company, which he will now serve as consultant. **Peter Demet,** Chicago packager *(Major League Baseball Presents* and *National Pro Football)* becomes vice chairman of UPA, in which he and Mr. Saperstein have purchased controlling interest.

Alice Young, formerly story editor of *Perry Mason* series for CBS-TV, named to similar position on new hour-long *Michael Shayne* series which debuts this fall.

Equipment & Eng'ring

Royal Little elected president of Textron Electronics, N.Y., succeeding **George W. Miller** who becomes president and chief administrative officer of parent Textron Inc. **Joseph B. Collinson** elected vp and treasurer, and **Charles K. Mills** named vp and assistant to president.

W. Walter Watts, group executive vp, at RCA, N.Y., assigned executive responsibility over Home Instruments of RCA Victor Distributing Corp.

Gerald F. Rester and **Frank Gonzales Jr.** appointed eastern and southwestern regional sales manager, respectively, for video products division of Ampex Corp., Redwood City, Calif.

Ralph B. Knapp Jr. named manager of operations for Raytheon Co.'s distributor products division, Westwood, Mass. He formerly was eastern zone manager.

William H. Cotton, formerly manager of systems department at Fleischmann Mfg. Div., Standard Brands, N.Y., joins Reeves Soundcraft Corp., Danbury, Conn., as secretary-treasurer.

Paul Wilson joins Crown International, Elkhart, Ind. (tape recorders), as industrial and commercial representative for Michigan, Ohio, West Virginia and western Pennsylvania.

ABP

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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

International

Harold G. Burley, representative of CHCH-TV Hamilton, Ont., at Toronto, to commercial manager of CHCH-TV, succeeding **J. Ray Peters,** named manager of CHAN-TV Vancouver, B.C.

Jack Dawson appointed program director of CFRB Toronto. **Bill Baker** named director of operations.

Louis Leclerc named program manager of CFCM-TV Quebec City. **J.P. Riopel** appointed publicity manager of CFCM-TV and CKMI-TV, there, and **George Lovett** becomes program manager of CKMI-TV.

Roy Partidge, radio-tv director of Brooks Adv., Toronto, to copy chief of D'Arcy Adv. Agency, that city.

William Tierney with National Broadcast Sales, Ltd., Toronto, station rep, to Radio & Television Sales, there.

Jack Weatherwax, manager of CHEX Peterborough, Ont., elected president Peterborough Sales and Advertising Club. **Bill Williamson,** CHEX, elected club's bulletin editor, and **Keith Packer,** CHEX-TV, elected director.

Irene Fowler, secretary to manager of CJOB Winnipeg, Man., elected president of Women's Sales and Advertising Club of Winnipeg.

Donald F. McLean, formerly farm director of CFAC Calgary, Alta., named farm service director of CJAY-TV Winnipeg, Man.

P.D. (Doug) Scanlan, formerly with Northern Broadcasting Group, joins Broadcast Div. of A.C. Nielsen Co. of Canada Ltd.

Government

Walter Boehm, business analyst and program technician with U.S. Dept. of Commerce in Philadelphia, appointed minority staff member of Senate Freedom of Information (watchdog) Subcommittee.

Deaths

Walter Sterne Davis, 63, records officer with FCC for 23 years, died July 1 after short illness. He joined commission in 1938 and worked in administrative posts until appointment last year as supervisory management analysis officer.

Emmett R. O'Connell, 61, executive vp and director of Pepsi-Cola Co., died July 6 in New York Hospital following brief illness.

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For answers to your tape problems, see your 3M representative or write: 3M Company, Dept. MBX-50, St. Paul 6, Minn.

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...WHERE RESEARCH IS THE KEY TO TOMORROW

"SCOTCH" is a registered trademark of the 3M Co., St. Paul 6, Minn.

Chance of a lifetime

Sports Network Inc. and Videotape Productions of New York did a turn at selling the salesmen. They caught prospects at a relaxed moment during the all-day outing of the Sales Executives Club of New York. Between sessions of golf and other games, members participated in another form of play. They made believe they were doing commercials before Sports Network-Videotape Productions cameras, the former company providing remote crews and the other personnel.

As salesmen pitched their products before a live audience of colleagues, others in an adjoining bar area watched on monitors. The tape was played back after each spiel. Announcer Rex Marshall, more accustomed to appearing in front of cameras for Esso, Gleem, Reynolds Aluminum and other products, was content to act as m.c. for the Sales Executives' show and let talent take its chances on the closed-circuit.

Although the feature was programmed just before dinner, it lasted 45 minutes and drew a house of 850. Pitchmen in the programmers' presentation included John W. Hubbell, merchandising-advertising vice president of Simmons Mattress Co.; Robert S. Larkin, chain store sales director, Philip Morris Inc.; Col. Edward P. F. Eagan (Olympic Committee) of the law firm Fennelly, Eagan, Nager & Lage; W. A. Garrett, AT&T market engineering and Robert M. Graham, field sales manager of Indian Head Mills Inc.

WINS' key to happiness

WINS New York is promoting apartments in the new Park West Village there with a contest that calls for listeners to send their old keys to the station, one of which will be good for a year's lease to one of the development's apartments. The winner of the "Keys to Happiness" contest will be named Aug. 7, when all the keys received by WINS, tagged with the sender's name, will be spread on the ground in front of the apartment project's rental office. A 20-story crane, manned by five blindfolded steeplejacks, will dip into the pile to pick the winner.

A Creole style wake

KFMB-FM San Diego celebrated a switch in format rather lugubriously by holding a Creole wake, complete with Dixieland band. The last rites were for a jazz format; at the end of the funeral, the station's "Golden Girl" descended from a helicopter to usher in the new "golden sound of refined musical fare," according to KFMB-FM. Over 200 San Diego ad agency and press people attended, with some of the agencies falling into the spirit of the occasion by sending funeral sprays. Each "mourner" was supplied with his own jug and a black armband at the Mission Valley Inn. The funeral oration in the Mission Hills was delivered by Deacon Jack Keiner, the station manager. Thereupon the "spirit of the deceased," a helium balloon with wings, ascended heavenward and the Golden Girl appeared on the scene.

A sure thing

Storer Broadcasting Co. changed the call of its Los Angeles station from KPOP to KGBS—at 5 p.m., June 29. At the same time, the station increased its power to 50 kw and changed its program format to "the sound of music over the city of angels" (show tunes of the Jerome Kern, Rogers and Hammerstein variety plus subdued swing). The change was accompanied by all of the usual promotion activities, including a cocktail party for advertisers and agency executives held under a gaily striped marquee pitched alongside the KGBS offices and studios.

But KGBS added a piece of flackery not to be found in the average glossary of promotional gimmicks. On June 28, John J. (Chick) Kelly, director of advertising and promotion for KGBS, notified each Southern California radio editor or columnist that on June 30, Hollywood Park racetrack was running the "KGBS Special." "We are purchasing a $2 win ticket for you on post position Number — in the sixth race. As soon as the horses have been assigned post positions, we will wire you the name of your horse. Should your horse win, you will be mailed a check for the amount of your winnings; should he lose, you will be mailed a $2 win ticket that can go right into your wastebasket. Should your entry be scratched, we'll mail you the $2 and you live to bet another day."

On July 1, BROADCASTING's Hollywood editor received one of the losing tickets with a letter listing the winners and losers and hoping "this doesn't start you off on a sinful life."

Trans-Canada radio trip

Daily ten-minute broadcasts for a month are being heard on the Trans-Canada Network from a trio of Canadian Broadcasting Corp. commentators and engineers making a trip across Canada on the new Trans-Canada Highway, which is nearing completion. The trio started out on June 28 from St. John's, Nfld. for the nearly 5,000-mile transcontinental trip to end July 28 at Victoria, B.C. They are traveling in a 1960 Chevrolet Impala (General Motors of Canada, Oshawa, Ont., is sponsoring the programs) and are carrying 300 pounds of broadcast tape recording equipment and baggage.

The Trans-Canada Highway, the first all-paved road across Canada, has been a decade in the building, and has already cost $900 million. The CBC trio will travel about 170 miles a day and do their broadcasts from a different city each day.

'Millionaire' for a day

Checks made out for $1 million each were sent to advertisers and prospective advertisers by KXLR Little Rock, Ark. None of them were signed, but a letter explained how some listener would become a millionaire for one day. He would be entitled to 5% interest on the millon for one day (about $136) as well as to a chauffeur and Cadillac, a butler or maid, a baby

UNITED PRESS
INTERNATIONAL
a smart
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newsroom

What the fans write

Radio fan mail changes with the phases of the moon. In unsolicited requests, listeners most often write asking money or offering marriage.

These were some of the trends noted at a symposium on fan mail in New York by the manufacturer of Eveready batteries as part of Eveready's "Portable Radio Month" promotion for the area. Representatives came from stations and networks to be toasted as "unsung heroines" (there were two heroes, too) and to exchange fanmail trade talk at a luncheon meeting June 28. Cartoonist Roger Price, presided.

Eveready also took the opportunity to introduce Miss Portable Radio of 1960, Teddi Thurman of NBC's *Monitor*. It was the local climax of an annual promotion that Eveready stages in some 20 markets around the country.

In addition to money and marriage, radio fans most often write for pictures of air personalities, to ask for silence or for a radio job, Eveready's guests replied to a poll. This is discounting serious response to radio offers.

Fan mail expediters offered these as samples from their collections of "weird" requests: A listener had twins and wanted to know what to do. One wanted Beethoven to write a 10th symphony. Another wanted Indonesian cricket scores on news programs. And when a station offered copies of El Greco's picture, "A View from Toledo," one listener, already familiar with Toledo, asked to have instead "A View from Cleveland."

As for the psychological side of fan mail, one station staffer said families of sick listeners sometimes are contacted with suggestions for medical help. Another mail jockey generalized that writers most bitterly critical of talent often are the most faithful listeners. Inmates of a jail wrote NBC to proclaim *Monitor* the "convicts sputnik, our only escape."

sitter and a night on the town for two.

The lavish one-day accommodations were to go to the first listener who could identify all elements of a composite commercial made up of 10 different commercials broadcast by KXLR during a specific two-day period. The station's letter pointed out to the advertiser that everyone would be listening to all commercials very carefully during that period.

■ Drumbeats

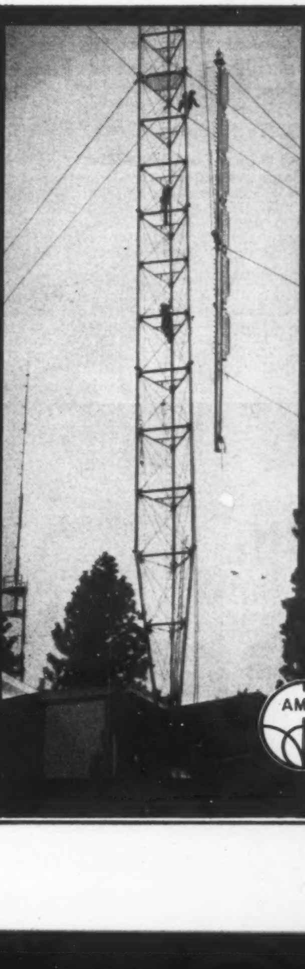
Crown Chicago winners ■ The winning team of the Crown Stations' Treasure Hunt (BROADCASTING, June 27) for Chicago agency buyers included Lincoln Bumba, Leo Burnett Co.; Dale Arvidson, Grubb Adv.; Larry Claypool, J. Walter Thompson Co.; Elliott Johnson, McCann-Erickson, and Francine Goldfine, Arthur Meyerhoff Assoc. Men buyers all won RCA color tv sets, while Miss Goldfine won a Volkswagen automobile.

Swap ■ KFWB Los Angeles has offered the schoolchildren in its area new pencils for old. The station announced that if a child contributed the old pencils he had used in school this year so they could be sent to friendly countries where there are shortages of pencils, it would send brand new KFWB pencils to replace the old ones before school begins in the fall. In one week, 15,000 old pencils were received.

Royal room service ■ WBAL-TV Baltimore made a housewife's dream come true when she was served breakfast in bed (by an air personality). The lady had expressed her wish on the *One O'Clock Show* on an opinion panel. She said she preferred luxury hotels to rustic lodges because there one could have breakfast in bed—a treat she said she had never enjoyed. Bob Jones, m.c. of the show, arranged for a caterer to prepare the breakfast of her choice. On the appointed day the lady's house was thronged by friends and well-wishers as she partook of the lavish meal in regal fashion.

Appreciation ■ Early this year professional artists from WCCO-TV Minneapolis presented art students of the Minneapolis School of Art with examples of some of the problems which station artists work on—trade ads, brochures and IDs. The students tried their hands at the work and the professionals were agreeably surprised. WCCO-TV adapted one brochure layout and commended many of the others. As a gesture of appreciation the station presented the school with a Bolex movie camera and Zoomar lens, while expressing hope there would be future interplay between station and classroom.

Guessing game ■ A Philadelphia advertising executive's accurate guess of 1,699,149 persons won the "South Florida Census Contest" sponsored by



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WTVJ (TV) Miami. Elmer Jaspan, vice president for radio-tv, Bauer & Tripp, who was awarded a vacation trip for two to Miami Beach, topped the more than 900 contest entries when he came up with the exact figure released as the official census population of the area. WTVJ (TV), which aimed its census contest among some 2,500 national agency and client personnel, had asked them to guess the combined population total for the 12 counties in the station's coverage area. The new figure reportedly represents a 109% increase over the 1950 census figure of 815,299.

On the track ■ WNBC-AM-TV New York has sent a switch engine desk piece to timebuyers and clients throughout the country with a note stating: "You're on the right track when you switch to NBC—WNBC-TV and WNBC Radio . . . Happy railroading—and broadcasting." The switch engine model has the stations' call letters imprinted and is intended to serve as a reminder to timebuyers and clients.

Boat race ■ Six Seattle radio stations were represented by 12 two-oared boats manned by disc jockeys in a 200-yard race on Lake Washington recently. Dave Robinson, program manager of KOMO, was first under the wire and promptly claimed a world's rowboat speed record for the course. He was awarded an ornated gold hand, complete with blisters—the Blistered Palm Trophy. The race was part of the Family Boating Festival sponsored by local civic organizations, which have promised to make the "thrilling" event an annual affair. Other radio stations competing were KAYO, KING, KJR, KOL and KVI.

'Copter capture ■ WSB Atlanta was able to help capture an escaped prisoner in less than five minutes with the aid of its traffic helicopter. During a routine morning run (7-9 a.m.), the 'copter patrol (newsman Ted Hightower and Louis Pendergast of the Atlanta Police Dept.) heard a police broadcast of a city prisoner who jumped a work detail truck. Rushing to the scene, the 'copter spotted the suspect about a mile from the dragnet and notified the authorities who picked him up.

KELP's jumpathon ■ KELP El Paso, Tex., in an unusual stunt to promote the opening of a new trampoline center in that city, staged a jumpathon among its disc jockeys. Results: Three successive world jumping records and a crowd of more than 2,000 persons, assuring the officials of the trampoline center a successful opening. Dick Spangler, KELP disc jockey, in 2 hours and 17 minutes jumped 13,169 times for which KELP is claiming the world record. Spangler also is said to have set an underwater broadcasting record when he was a disc jockey in Hawaii.

Triple threat ■ WEAV-AM-FM Plattsburgh, N.Y., sponsored a contest for baseball-minded boys in the fourth through eighth grades with a day at Cooperstown's Hall of Fame to the winner. The contest, run in conjuction with WEAV's annual broadcast of the Hall of Fame ball game, required the entrant to write an essay stating which ballplayer active today he thought would be elected to the shrine and why. On the day of the game, the winner attended ceremonies at the Hall of Fame and met many immortals of the sport. He was the station's guest at a banquet and in the afternoon watched the game between the Cleveland Indians and the Chicago Cubs.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 30 through July 6. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATION

***San Antonio, Tex.—Southwest Texas Area Educational Tv Council,** vhf ch. 9 (186-192 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 966 ft., above ground 830 ft. Estimated construction cost $365,235, first year operating cost $76,803 revenue $78,000. P.O. address % Radio-Tv, U. of Texas, Box 8038, Austin, Tex. Studio location 1031 Navarro St., San Antonio, Tex. Trans. location Texas Farm Rd 306, north of New Braunfels, Tex. Geographic coordinates 29° 50′ 12″ N. Lat., 98° 07′ 02″ W. Long. Trans. RCA TT-25BH, ant. TW-15A9. Legal counsel Cohn and Marks, Washington, D.C. Consulting engineer A. Earl Callum Jr., Dallas, Tex. Non-profit, educational. Ann. July 1.

New Am Stations

APPLICATIONS

Americus, Ga.—John T. Williams, 1250 kc, 500 w D. P.O. address 834 W. Solomon St., Griffin, Ga. Estimated construction cost $14,545, first year operating cost $30,000, revenue $35,000. Mr. Williams is 50% owner of WHIE Griffin, Ga. Ann. June 29.

Casey, Ill.—Paul Dean Ford, 800 kc, 250 w D. P.O. address 4341 South Righth St., Terre Haute, Ind. Estimated construction cost $3,220, first year operating cost $25,000, revenue $30,000. Mr. Ford is employe of WMFT Terre Haute, Ind. Ann. July 1.

East Syracuse, N.Y.—Wide Water Bcstg. Co., 1540 kc, 1 kw D. P.O. address 210 Concord Pl., Fayetteville, N.Y. Estimated construction cost $35,646, first year operating cost $83,000, revenue $90,000. Principals include **Claude A. Parton, Albert R. Webb,** 30% each, and others. Mr. Parton has been employe of various Syracuse stations. Mr. Webb is employe of WNDR Syracuse. Ann. June 29.

Existing Am Stations

APPLICATIONS

KHOT Madera, Calif.—Cp to increase power from 500 w to 1 kw, change from DA to non-DA and make changes in trans. equipment (1250 kc). Ann. June 29.

KVCV Redding, Calif.—Cp to increase power from 1 kw to 5 kw, change studio location change from DA-1 to DA-2, install new trans. (600 kc). Ann. June 29.

WVJS Ownesboro, Ky.—Cp to increase daytime power from 1 kw to 5 kw, make changes in DA system (DA-1 to DA-2) changes in ground system, and install new trans. (1420 kc). Ann. June 29.

KEEE Nacogdoches, Tex. Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. July 1.

CALL LETTERS ASSIGNED

KGBS Los Angeles, Calif.—Standard Bcstg. Co. Changed from KPOP.

WNUE Fort Walton Beach, Fla.—Smith Radio Inc. Changed from WFBS.

KGUC Gunnison, Colo.—Gunnison Bcstg. Co.

WPGA Perry, Ga.—Radio Perry. Changed from WBBN.

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1625 Eye Street, N.W.
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 6

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,443	45	89	839
FM	706	35	163	142
TV	473	61	76	110

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 6

	VHF	UHF	TV
Commercial	453	79	532
Non-commercial	35	12	.47

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1960

	AM	FM	TV
Licensed (all on air)	3,423	661	472[1]
CPs on air (new stations)	56	66	58[2]
CPs not on air (new stations)	86	163	74
Total authorized stations	3,565	890	652
Applications for new stations (not in hearing)	634	80	43
Applications for new stations (in hearing)	197	44	64
Total applications for new stations	831	124	107
Applications for major changes (not in hearing)	661	44	37
Applications for major changes (in hearing)	219	11	17
Total applications for major changes	880	55	54
Licenses deleted	0	0	0
CPs deleted	0	0	0

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[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

KREB Shreveport, La.—Radio Shreveport Inc. Changed from KENT.

KCLU Rolla, Mo.—Rolla Bcstrs.

WPEG Winston-Salem, N.C.—Reisenweaver Communications.

KRVC Ashland, Ore.—Faith Tabernacle Inc.

WNTT Tazewell, Tenn.—Claiborne Bcstg. Co.

WODI Vinton, Va.—WYTI Inc.

WTMB Tomah, Wis. — Tomah-Mauston Bcstg. Co. Changed from WTOJ.

New Fm Stations

APPLICATIONS

***San Francisco, Calif.—U. of San Francisco**, 90.1 mc, 1.39 kw. P.O. address % Rev. F.J. Spieler, S.J., U. of San Francisco, San Francisco, Calif. Estimated construction cost $1,250, first year operating cost $1,000. Non-commercial, educational. Ann. June 29.

***San Mateo, Calif.—San Mateo Junior College**, 90.9 mc, .273 kw. P.O. address Peninsula and Delaware, San Mateo, Calif. Estimated construction cost $37,000, first year operating cost $5,000. Non-commercial, educational. Ann. June 29.

***Pella, Iowa—Central U. of Iowa**, 89.1 mc, .01 kw P.O. address 814 Peace, Pella, Iowa. Estimated construction cost $3,592, first year operating cost $1,000. Non-commercial, educational. Ann. July 1.

***Grand Rapids, Mich.—Regents of U. of Mich.**, 104.1 mc, 110 kw P.O. address 504 S. State St., Ann Arbor, Mich. Estmated construction cost $59,515, first year operating cost $18,000. Non-commercial, educational. Ann. June 29.

Dover, N.J.—Drexel Hill Assoc., 103.1 mc, 1 kw P.O. address Convent Station, N.J. Estimated construction cost $20,083, first year operating cost $28,184, revenue $30,576. Sole owner, Peter L. Arnow, owns sound recording studio. Ann. July 1.

Marion, Va.—Mountain Empire Bcstg. Corp., 93.9 mc, 3.7 kw P.O. address Park Blvd., Box 470, Marion, Va. Estimated construction cost $22,661, first year operating cost $6,000, revenue $6,000. Principals include **Pauline Collins**, 28.57%, **Robert C. Wolfenden**, 18%, **Leon D. BeVille**, 14.57%, and others. Applicant is licensee of WMEV Marion, Va. Ann. July 1.

Shorewood, Wis.—Great Lakes Bcstg. Corp., 100.1 mc, .25 kw P.O. address 3514 N. Oakland Ave., Milwaukee, Wis. Estimated construction cost $14,170, first year operating cost $36,000, revenue $42,000. Principals include **Harvey J. Kitz** and **Harold R. Murphy**, equal partners. Mr. Kitz is in printing. Mr. Murphy has interests in WIGM Medford, and WDUZ Green Bay, both Wisconsin. Ann. July 1.

CALL LETTERS ASSIGNED

KXJK-FM Forrest City, Ark.—Forrest City Bcstg. Co.

KVEC-FM San Luis Obispo, Calif.—John C. Cohan.

KSGV (FM) West Covina, Calif.—Pacific-South Bcstg. Co. Changed from KDWC (FM).

WIRA-FM Fort Pierce, Fla.—Indian River Bcstg. Co.

WVST (FM) St. Petersburg, Fla.—Donald Crawford.

KBFI (FM) Boise, Idaho—Good Music Bcstg. Corp.

WKBV-FM Richmond, Ind. — Central Bcstg. Corp.

KCMB-FM Wichita, Kan.—James F. Kramer.

WKAY-FM Glawgow, Ky.—Glasgow Bcstg. Co.

WKOF (FM) Hopkinsville, Ky.—Pennyrile Bcstg. Co. Changed from WKOA-FM.

WQTI (FM) Detroit, Mich.—560 Bcstg. Corp.

WFMK (FM) Grand Rapids, Mich.—Ottawa Bcstg. Corp.

WBBC (FM) Jackson, Mich.—Booth Bcstg. Co. Changed from WQIX (FM).

KOLL (FM) Kansas City, Mo.—Radio Station KBKC Inc.

*KTSR (FM) Kansas City, Mo.—Nazarene Theological Seminary Radio Corp.

WTSB-FM Lumberton, N.C. — Robeson Bcstg. Corp.

WDBM-FM Statesville, N.C. — Iredell Bcstg. Corp.

WAVI-FM Dayton, Ohio—WAVI Bcstg. Corp.

*WDUB (FM) Granville, Ohio—Denison U.

KIOO (FM) Oklahoma City, Okla.—Nanmar Inc.

WPCA-FM Philadelphia, Pa.—Young People's Church of Air Inc.

WMUU-FM Greenville, S.C.—Bob Jones U. Inc.

KPSD (FM) Dallas, Tex.—Prowell-Stroud Co.

KITY (FM) San Antonio, Tex.—Mission Bcstg. Co. Changed from KONO-FM.

WMLW (FM) Milwaukee, Wis.—Munco Bcstg. Corp.

Ownership Changes

APPLICATIONS

KAIR Tucson, Ariz.—Seeks transfer of control of **KAIR Bcstg. Co.** from **Jerome K. McCauley** and **Andrew J. Griffith,** equal partners, to **Josephine Griffith** and **Andrew J. Griffith,** equal partners, for $30,000. Miss Griffith is sister of Andrew J. Griffith and has no business interests. Ann. June 29.

KDOL Mojave, Calif.—Seeks assignment of cp from **Mojave Bcstrs.** to **Forrest W.**

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Transmitter

Get More Coverage With The RCA BTA-1R 1000-WATT AM Transmitter

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Fast acceleration and 99.95% perfect speed regulation of Collins Turntables assure you of highest fidelity — the closest possible reproduction of the live performance in the recording studio. The accuracy of Collins Turntables is due to precision machining and a rim-driving, neoprene idler wheel, which does not affect the speed of the turntables even after years of normal wear.

Collins TT-400 and TT-200 Turntables are specially designed for radio broadcast use. They are available in four models: 12" or 16", with synchronous or four pole motors.

These dependable turntables are mounted on a strong, cast aluminum base. They feature a simplicity of design which requires only three moving parts in the drive mechanism. There is no complicated linkage system to break down or add to wow and flutter.

Collins rim-driven turntables provide the fastest possible acceleration. For example, at 33-1/3 rpm, the 16" turntable comes to full speed in 1/10th of a revolution; the 12" turntable attains full speed in 1/16th of a revolution.

Write for complete literature on Collins Turntables; compare specifications and quality with any other turntable on the market; see why the best seller label is Collins.

COLLINS

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CEDAR RAPIDS • DALLAS • BURBANK

Ogan and **Alta I. Ogan** for $5,500. Alta Ogan, 80% owner, is employe of food chain, Forrest Ogan, 20% owner, is employe of KISN Portland, Ore. Ann. June 29.

WFLM (FM) Fort Lauderdale, Fla.—Seeks assignment of license from **Harold H. Heminger** to **Findlay Publishing Co.** for $50,000. Findlay is group headed by **R.L. Heminger,** president, and is licensee of WFIN-AM-FM Findlay, Ohio, and owner of White River Bcstg. Co., licensee of WCSI Columbus, Ind. Ann. June 29.

WJOB Hammond, Ind.—Seeks transfer of control of **South Shore Bcstg. Co.** from **David Smerline, Julian Colby,** 25% each, and others, to **Julian Colby,** 50%, and others, for $27,000. Ann. July 1.

WITB (TV) Bowling Green, Ky.—Seeks assignment of license from **George A. Brown Jr.** to **Argus Bcstg. Co.** Change to corporate ownership with no financial consideration involved. Ann. June 29.

WTYM East Longmeadow, Mass.—Seeks assignment of license from **Springfield Bcstg. Co.** to **Stanley Ulanoff** for $140,000. Principals are **Stanley Ulanoff,** 30.11%, **George Friedman,** 15.05%, and 18 others. Mr. Ulanoff is in wholesale packaging materials. Mr. Friedman owns retail liquor store. Ann. June 29.

KLOS Albuquerque, N.M.—Seeks transfer of control of **B&M Bcstrs. Inc.** from **E. Boyd Whitney,** 60%, and **George Oliver,** 40% to **George Oliver,** sole owner, for $45,000. Ann. July 1.

WZIP Cincinnati, Ohio—Seeks transfer of control of **Greater Cincinnati Radio Inc.** from **Edward D. Skotch, Donald Balsamo** and **Monte Fassnacht,** 33⅓% each, to **Carl H. Lindner, Robert D. Lindner** and **Richard E. Lindner,** 33⅓% each, for $183,000. Purchasers are in dairy business. Ann. June 23.

WCHI Chillicothe, Ohio—Seeks assignment of license from **Chillicothe Bcstg. Co.** to **Court House Bcstg. Co.** for $80,000. Purchasers are **W. N. Nungesser,** 57.36%, **William Kingsbury,** 19.73%, and others. Court House Bcstg. has interests in WCHO Washington Court House and WKOV Wellston, both Ohio. Ann. June 29.

WSRW Hillsboro, Ohio—Seeks transfer of control of **Highland Bcstg. Co.** from **Tom Archibald** and estate of **Mack Sauer,** equal partners, to **Tom Archibald** as sole owner upon election of surviving partner to take business of parties under Ohio law. Ann. June 29.

KWCO Chickasha, Okla.—Seeks assignment of license from **Washita Valley Bcstg. Co.** to **Bayard C. Auchincloss** for $150,000. Mr. Auchincloss is teacher in private high school. Ann. July 1.

KAGO Klamath Falls, Ore.—Seeks transfer of control of **Gibson Radio Inc.** from **Riley Gibson,** 52%, **Marco Hanan,** 18%, **Douglas Anderson** and **George McConnell,** 15% each, to **Klamath Bcstg. Co.** for $202,000. Principals include **A. J. Krisik,** 42%, **Theodore J. Wolf,** 28%, and others. Messrs. Krisik and Wolf have interest in KFIV Modesto and KFAX San Francisco, both California. Mr. Krisik is also 50% owner of KGYW Vallejo, Calif. Ann. July 1.

WCRK Morristown, Tenn.—Seeks transfer of control of **Cherokee Bcstg. Corp.** from **W. E. Hodges, H. S. Walters,** and estate of **W. J. Barron,** 33⅓% each, to Messrs. **Hodges** and **Walters,** equal partners, for $55,000. Ann. June 29.

WARL-AM-FM Arlington, Va.—Seeks assignment of licenses from **Northern Virginia Bcstrs. Inc.** to **U. S. Transdynamics Corp.** for $287,000 plus $75,750 for agreement not to compete. Real property is sold to **R & M Land Corp.** for $188,000. Purchaser is **Arthur A. Arundel,** president and stockholder in R & M Land Corp. Mr. Arundel has interest in WEER Warrenton, Va., was formerly employe of CBS and UPI Washington news bureaus. Ann. June 28.

WILA Danville, Va.—Seeks assignment of license from **Eastern Bcstg. Corp.** to **Baron Bcstg. Corp.** for $85,000. Purchasers are **Ralph J. Baron,** 60%, and **Judith Baron,** 40%. Mr. Baron is employe of WBMD Baltimore, Md. Ann. July 1.

WKOW-AM-TV Madison, Wis.—Seeks assignment of licenses from **Monona Bcstg. Co.** to **Midcontinent Bcstg. Co.** for $925,000. Midcontinent, group headed by **N. L. Bentson,** president, itself and through subsidiaries, is licensee of KDLO-TV Florence, KELO-AM-TV Sioux Falls, all South Dakota; WLOL-AM-FM Minneapolis, Minn.; KSO Des Moines, Iowa. Ann. June 29.

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner J. D. Bond issued initial decision looking toward granting application of Kingsport Bcstg. Co., to change facilities of station WKPT Kingsport, Tenn., from 1400 kc, 250 w, unl., to 1550 kc, 10 kw, D, and denying application of John K. Rogers for new am station to operate on 1550 kc, 1 kw, D, in Bristol, Tenn. Ann. July 5.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting applications of WORD Inc., to increase daytime power of station WORD Spartanburg, S.C., from 1 kw to 5 kw, DA, continuing operation on 910 kc, 1 kw-N without change of DA; KTM Bcstg. Co., for new am station to operate on 910 kc, 500 w, D, in North Charleston, S.C.; and denying application of WJIV Inc., to increase power of station WJIV Savannah, Ga., from 1 kw to 5 kw, continuing operation on 900 kc, D. Ann. July 5.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting applications of Don M. Lidenton for new am station to operate on 1340 kc, 250 w, unl, in Poplar Bluff, Mo.; Phoenix Co. to change facilities of station KAAB Hot Springs, Ark., from 1350 kc, 500 w-N, 1 kw-LS, DA-N, to 1340 kc, 250 w-N, 500 w-LS, using nondirectional rooftop antenna at different site; White River Valley Bcstrs. Inc., to increase daytime power of station KBTA Batesville, Ark., from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N, and denying application of Cecil W. Roberts and Jane A. Roberts, for new am station to operate on 1340 kc, 250 w, unl, in Poplar Bluff, Mo. Ann. July 5.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Coast Ventura Co. to change trans. site of station KVEN-FM Ventura, Calif., to 6 miles northwest of Ventura, increase ERP from 12 kw to 38.6 kw, and ant. height from minus 180 ft. to 1,285 ft., continuing operation on 100.7 mc. Ann. July 6.

OTHER ACTIONS

■ Commission on June 30 directed preparation of document looking toward granting application of Clifford C. Harris for new am station to operate on 1440 kc, 1 kw, D, in Oswego, N.Y., and denying competing application of Standard Bcstg. Corp. for similar facility with 500 w. Oct. 7, 1959 initial decision looked toward this action. Ann. July 1.

■ Commission on June 30 directed preparation of document looking toward granting application of Nick J. Chaconas for new am station to operate on 1150 kc, 1 kw-D, 500 w-N, DA, in Gaithersburg, Md., and denying mutually exclusive applications by Tri-County Bcstg. Co., Laurel, Md., and TCA Bcstg. Corp., College Park, Md. Aug. 12, 1959 initial decision looked this action. Ann. July 1.

■ Commission on June 30 directed preparation of document looking toward denying application of WMAX Inc., to increase power of station WMAX, Grand Rapids, Mich., from 1 kw to 5 kw, continuing operation on 1480 kc, D. Feb. 4, 1960 initial decision looked toward this action. Ann. July 1.

■ Upon request by Storer Bcstg. Co., commission on June 28 extended to July 19 time for reply comments in rulemaking proposal to amend Part 17. Ann. June 30.

■ By notice of proposed rulemaking, commission invites comments by July 27 to proposals to make Bakersfield, Calif., all-uhf, similar to proposals of March 25 looking toward deintermixture of adjoining Fresno tv market in San Joaquin Valley. Bakersfield is presently assigned chs. 10 (KERO-TV), 17 (KLYD-TV), 29 (KBAK-TV) and 39 (KBFL, not operating).

Alternatives for ch. 10 are: (1) Delete ch. 10 at this time, reserving for future decision alternative possible uses for that channel. (2) Reserve Ch. 10 at Bakersfield for noncommercial educational use. (3) Reassign ch. 10 to either Santa Barbara, Santa Maria, Lompoc-Santa Maria (on hyphenated basis), or San Luis Obispo.

Alternative possibilities for addition of two uhf channels at Bakersfield are: (1) Assigning ch. 23 and either ch. 50 or 51 to Bakersfield. This would require substitution of ch. 45 for ch. 37 at Delano. (2) Assigning chs. 45 and 51 to Bakersfield.

Reassignment of channels under consideration would require consent of Mexican Government and, at appropriate time, commission will institute procedures to obtain necessary consent.

At same time, commission issued order to KERO-TV to show cause by July 27 why, in event rulemaking is adopted, its license should not be modified to specify operation on ch. 23 or ch. 45 instead of ch. 10. Comr. Cross issued dissenting statement. Ann. June 23.

■ By memorandum opinion and order and notice of proposed rulemaking, commission invites comments by July 22 to proposals by WHP Inc. (WHP-TV ch. 55), and Rossmoyne Corp. (WDTV ch. 71, not operating), Harrisburg, Pa., to assign lower uhf channels to that city. Although there appears less basis now than formerly for regarding lower uhf channels as preferable to higher uhf channels, commission feels, in view of fact that WTPA operates on

PROFESSIONAL CARDS

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STerling 3-0111
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30 Years' Experience in Radio Engineering
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Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
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ch. 27 in Harrisburg, WLYH-TV on ch. 15 in Lebanon, and WSBA-TV on ch. 43 in York, public may be convenienced by having uhf reception on channels located together in this area.

WHP-TV proposes deletion of ch. 55 and addition of ch. 21 in Harrisburg, and WDTV would add ch. 33 to that city's present chs. 27, 55 and 71. Proposals also involve following uhf assignment shifts: Delete ch. 21 from Lancaster and add either ch. 55 or ch. 33; substitute ch. 48 for ch. 40 in Dover, Del., and ch. 40 for ch. 48 in Wildwood, N.J.; delete ch. 33 from Reading, Pa.; substitute ch. 66 for ch. 18 in Baltimore, where unused educational reservation could be shifted from ch. *24 to ch. *66 so that permittee WTLF could go from ch. 18 to ch. 24 (instead of to ch. 66); substitute *69 for *48 for educational use in State College, Pa.; and either substitute ch. 73 for ch. 36 in Williamsport, Pa., or substitute ch. 26 for ch. 36 in that city and ch. 60 for ch. 26 in Shinglehouse, Pa.

Comments to these proposals should also discuss (1) whether ch. 21 or ch. 33, or both, should be assigned to Harrisburg; (2) if ch. 33 is to be removed from Reading, what could be used to replace it and, if none is available, whether public interest would be served by assignment of only one channel at that city, and (3) in case of permittees supporting or opposing any of channel assignment changes, what use they would make of channels they seek to get or retain, including specific details as to past and proposed construction and operation of their facilities.

Certain petitions seeking changes in vhf assignments at Harrisburg and Lancaster are still pending before commission, including requests to shift ch. 12 from Wilmington to Harrisburg and ch. 8 from Lancaster to Altoona-Johnstown and either Philadelphia-Wilmington or Atlantic City.

Commission denied WHP-TV petition for immediate modification of its license to specify ch. 21 instead of ch. 55. However, orders to show cause why their operations should not be modified were issued to: Peoples Bcstg. Co. to specify ch. 33 or ch. 55 instead of ch. 21 for WLAN-TV in Lancaster; WGAL Inc., to specify ch. 26 or ch. 73 instead of ch. 36 for WRAK-TV Williamsport, and United Bcstg. Co. of Eastern Maryland Inc., to specify ch. 66 or ch. 24 instead of ch. 18 for WTLF in Baltimore.

All submissions must be filed in writing. Ann. June 23.

■ Designated for hearing applications of Gila Bcstg. Co. for renewal of license of stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, and KZOW and KWJB-FM Globe, all Arizona, on issues relating to unauthorized control and other operational and technical violations. Ann. June 23.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner T.A.M. Craven

■ Granted petition by Broadcast Bureau and extended to July 11 time to respond to petition by Taft Bcstg. Co., Houston, Tex., for reconsideration and grant without hearing, or mod. of issues, in proceeding on its am application and that of M-L Radio Inc. (KMLW) Marlin, Tex. Action July 1.

■ Granted petition by Minnesota Radio Co. and extended to July 25 time to file exceptions to initial decision in proceeding on its application for new am station in Hopkins-Edina, Minn., et al. Action July 5.

■ Granted petition by Eastern Connecticut Bcstg. Co. (WICH) Norwich, Conn., and extended to July 15 time to file replies to exceptions in proceeding on am application of Suburban Bcstg. Co., (WVIP) Mount Kisco, N.Y. Action July 5.

■ Continued without date hearing scheduled to resume on July 5 in proceeding on applications of Consolidated Bcstg. Industries for new am station in Natick, Mass., et al. Action July 5.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petitions by Hugh M. McBeath, WACO Radio Co., and Radio Bcstrs. Inc., and dismissed without prejudice their applications for new am stations to operate on 940 kc, 250 w, D, in Waco, Tex., and retained in hearing status application of Belton Bcstrs. Inc., for am facilities in Belton, Tex. Actions June 30.

■ Continued without date hearing scheduled for July 6 in proceeding on applications of Floyd Bell and Belton Bcstrs. Inc., for am facilities in Texarkana and Belton, both Texas. Action July 1.

■ Scheduled hearing for Sept. 19 in proceeding on applications of Gila Bcstg. Co., for renewal of licenses of stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW Globe and KWJB-FM Globe, all Arizona. Action June 29.

■ Designated Hearing Examiner H. Gifford Irion to preside in further proceedings on applications of Radio Associates Inc., and WLOX Bcstg. Co., for new tv stations to operate on ch. 13 in Biloxi, Miss —vice J.D. Bond, Esq. Action June 28.

■ Scheduled hearings in following proceedings on the dates shown: Sept. 20: am applications of A.S. Riviere, Barnesville, and Radio Georgia, Thomaston, Ga., fm applications of Elizabeth G. Coughlan and North Suburban Radio Inc., Highland Park, Ill.; Sept. 22: am applications of Clackamas Bcstrs. (KGON) Oregon City, Ore.; Sept. 26: Hopkinsville Bcstg. Co., (WHOP) Hopkinsville, Ky.; Sept. 27: San Angelo, Tex., tv ch. 3 proceeding. Action June 29.

By Hearing Examiner J.D. Bond

■ Pursuant to determinations made on record at further hearing on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al., continued to date to be fixed by subsequent order further hearing upon applications in group 1. Action June 28.

■ Certified to commission for appropriate action records in following proceedings: New Orleans, La., tv ch. 12 proceeding; am applications of High Fidelity Stations Inc. (KPAP) Redding, Calif.; Northeast Radio Inc. (WCAP) Lowell, Mass.; Ralph J. Silkwood, Klamath Falls, Ore.; Waco Radio Co., Waco, Tex., et al. Action June 30.

■ Certified records to commission for appropriate action in following proceedings: am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al; am application of Pioneer Bcstg. Co. (KNOW) Austin, Tex.; am applications of Shenandoah Life Stations Inc. (WSLS) Roanoke, and Edwin R. Fischer, Winchester, Va. Action June 30.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for July 8 in proceeding on application of Rex O. Stevenson for new am station in Ojai, Calif. Action June 28.

■ Granted petition by Broadcast Bureau and extended from June 24 to July 1 date for filing proposed findings of fact and conclusions in proceeding on fm applications of Eastern States Bcstg. Corp. (WSNJ-FM) Bridgeton, N.J., et al. Action June 29.

■ Granted petitions by Boyertown Bcstg. Co., Boyertown, Pa., and Dinkson Corp., Hammonton, N.J., and extended from July 1 to July 6 date for exchanging lay exhibits and from July 8 to July 13. date for exchanging engineering exhibits in proceeding on their am applications and that of Brandywine Bcstg. Corp., Media, Pa. Action June 30.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Fairview Bcstrs. for leave to amend its application for am facilities in Rensselaer, N.Y., to reflect merger agreement with other applicants in consolidated proceeding—Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N.Y. Action June 29.

■ Granted petition by Tucson Tv Inc. (KGUN-TV) Tucson, Ariz., and extended to July 12 time to file replies to oppositions of Broadcast Bureau and applicants to its two petitions for review of rulings of examiner in proceeding on applications of Alvarado Tv Co., (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV) Tucson, Ariz. Action June 29.

■ Scheduled prehearing conference for July 20 in proceeding on applications of Elizabeth G. Coughlan and North Suburban Radio Inc., for fm facilities in Highland Park, Ill. Action July 1.

By Hearing Examiner Walther W. Guenther

■ Received in evidence Revised Exhibit 4 of WMFJ Inc. (WMFJ) Daytona Beach, Fla., closed record, and directed applicants to submit not later than Aug. 8 proposed findings and conclusions of law and reply findings not later than Aug. 18 in proceeding on am applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S. C., et al. Action June 28.

■ Dismissed as moot petition by Medford Bcstrs. Inc. (KDOV) Medford, Ore., for leave to amend its am application which is consolidated for hearing. Action June 29.

By Hearing Examiner David I. Kraushaar

■ For reasons reflected in transcript of June 30 hearing session, continued hearing to July 13 at 2 p.m., and ordered that parties shall be prepared at resumption of hearing to present all matters deemed by them to be necessary so that record may be closed no later than July 15 in proceeding on applications of Creek County Bcstg. Co., for am facilities in Sapulpa, Okla., et al. Action June 30.

By Hearing Examiner Jay A. Kyle

■ Pursuant to June 27 hearing, scheduled

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further hearing for Sept. 7 on order to Douglas H. McDonald, trustee, permittee of tv station WTVW (ch. 7) Evansville, Ind., to show cause why authorization for station WTVW Evansville, should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action June 28.

■ Pursuant to June 29 prehearing conference, scheduled further prehearing conference for Feb. 24, 1961, in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV San Francisco, Calif. Action June 29.

By Hearing Examiner Forest L. McClenning

■ Formalized prehearing conference procedural agreements in proceeding on applications of Simon Geller and Associated Enterprises for new am stations in Gloucester and Brockton, Mass.; continued hearing from July 22 to Sept. 7. Action June 27.

■ Received into evidence Crittenden County Bcstg. Co., West Memphis, Ark., exhibit No. 7-A in proceeding on its am application and Newport Bcstg. Co., West Memphis, Ark. Action June 29.

By Hearing Examiner Herbert Sharfman

■ On request by applicant and without objection by Broadcast Bureau, continued prehearing conference from July 14 to July 29 in proceeding on application of Mark Twain Bcstg. Co. for renewal of license of am station KHMO Hannibal, Mo. Action June 29.

■ On request of Wilmer E. Huffman, Pratt, Kans., and without objecton by other parties, rescheduled dates previously set in proceeding as follows: final exchange of engineering and lay exhibits—July 6 to Aug. 8; notification of witnesses—July 14 to Aug. 17, hearing from July 21 to Sept. 14. Action June 30.

■ On request of Mid-America Bcstrs. Inc. (KOBY) San Francisco, Calif., and without objection by other parties, continued prehearing conference from July 7 to July 22 in proceeding on am applications of KOBY and that of Robert L. Lippert, Fresno, Calif. Action July 1.

BROADCAST ACTIONS

by Broadcast Bureau

KWIV Douglas, Wyo.—Granted authority to sign-off at 6 p.m., MST, for period through Sept. 30, except for special events when station may operate to licensed sign-off time.

Actions of July 1

KNOE Monroe, La.—Granted assignment of licenses and cp and license to KNOE Inc.

K76BB Honohina, Hawaii—Granted license for tv translator station.

■ Granted licenses for following am stations: KOUR Independence, Iowa; KOHI St. Helens, Ore.; KASE Austin, Tex.; KARI Blaine, Wash.

KUBO San Antonio, Tex.—Granted license covering installation new trans. as aux. trans.

KAIR Tucson, Ariz.—Granted license covering installation of new trans.

WDOK Cleveland, Ohio—Granted license covering installation new trans. as alternate main trans.

KGDN Edmonds, Wash.—Granted license covering increase in power, change ant.-trans. and studio locations, changes in ant. and ground systems, and installation new trans. and remote control operation.

KSEL Lubbock, Tex.—Granted license covering increase in daytime power, change from DA-N to DA-2, installation of new trans. for daytime use (2 main trans.).

KHOB Hobbs, N.M.—Granted license covering change in facilities, ant.-trans. and studio location, installation of new trans. and changes in ant. and ground systems.

KUDI Great Falls, Mont.—Granted license covering increase in daytime power and installation of new trans.

WELY Ely, Minn.—Granted license covering increase in daytime power and installation of new trans.

KGLA (FM) Los Angeles, Calif.—Granted cp to increase ant. height to 3,100 ft., change ant.-trans. location; remote control permitted.

WBUF (FM) Buffalo, N.Y.—Granted cp to install new ant. and make changes in ant. system.

K76BB Honohina, Hawaii—Granted mod. of cp to specify remote control point.

KMET Paradise, Calif.—Granted mod, of cp to remove top-loading from ant. system.

WCOC-TV Meridian, Miss.—Waived sec. 3.613 (a) and (b) of rules and granted mod. of cp to change ERP to vis. 21.1 kw, aur. 11.3 kw, change type trans., make changes in equipment and change studio location.

WKOP-FM Binghamton, N.Y.—Granted mod. of cp to decrease ERP to 33 kw, change type ant. and make changes in ant. system.

K72BB, K80AS, K76AV/ Texhoma, Tex.—Granted mod. of cps to change ERP to 1566 w, add principal community Guymon, Okla., change trans. apparatus and change in ant. system.

■ Following stations were granted extensions of completion dates as shown: WOI Ames, Iowa to Sept. 24; WHRW Bowling Green, Ohio to Oct. 15; WNTE Naugatuck, Conn. to Dec. 21; WFBG Altoona, Pa. to Sept. 28 and WCOC-TV Meridian, Miss. to Dec. 30.

Actions of June 30

WCHU Champaign, Ill.—Granted assignment of licenses to Plains Tv Corp.; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

■ Granted licenses for following fm stations: KOSE-FM Osceola, Ark.; KNOF St. Paul, Minn.; ERP 750 w; KHIQ Sacramento, Calif.; ERP 17.3 kw; KGFM Edmonds, Wash.; KHBR-FM Hillsboro, Tex.; KBBM Hayward, Calif.; WAMV-FM East St. Louis, Ill.; KOGM-FM Tulsa, Okla.

KMFM (FM) Corpus Christi, Tex.—Granted license covering change of ant. and studio location; increase ERP to 10 kw, ant. height 290 ft., installation of new ant. and remote control operation.

WITI-TV Milwaukee, Wis.—Granted mod. of license to decrease ERP to 50 kw (main trans. & ant.); without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

WOC-FM Davenport, Iowa—Granted cp to increase ERP to 43 kw; ant. height to 860 ft.; change trans. location; install new type ant. and make changes in ant. system; remote control permitted.

KTVW (TV) Tacoma, Wash.—Granted cp to change ERP to vis. 214 DA, aur. 120 DA; change type trans.; modify ant. to DA system and make other equipment changes; ant. 780 ft.; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

WTTG (TV) Washington, D.C.—Granted cp to maintain auxiliary ant. incorporated in STA as auxiliary ant. at main trans. site; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

WTTG (TV) Washington, D.C.—Granted cp to install alternate main trans. (main trans. & ant. & alt. main) without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

WRC-TV Washington, D.C.—Granted cp to incorporate precise frequency control unit as part of present trans. (main trans. & ant. & aux. trans. & ant.); without prejudice to such action as commission may deem warranted as result of its final deter- and recommendations set forth in report minations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters; and without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

KDKA-TV Pittsburgh, Pa.—Granted cp to maintain former part of old main ant. incorporated as auxiliary ant. (composite) near main trans. site (aux. ant. & aux. trans.); without prejudice to whatever action commission may deem warranted as result of any final determination reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

KLYD-FM Bakersfield, Calif.—Granted mod. of cp to change ant.-trans. location, studio location, type ant., type trans., increase ERP to 3.2 kw, and decrease ant. height to 430 ft.

Continued on page 111

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Station manager for Michigan station—immediate opening—1st ticket, announcing experience. Must have business and staff direction abilities. Good salary and bonus on gross for the right man. Send resume Box 147B, BROADCASTING.

Complete staff for new station opening soon in southeast. Manager, salesman, announcers, engineer. Want experienced men willing to work hard and take part in small community activities. Good opportunity for sober, dependable persons. Write Box 203B, BROADCASTING.

Our station is number one in three station market. We are proud of this property. The man we choose as manager must have experience and excellent qualifications. Send full details. Box 226B, BROADCASTING.

Sales

Permanent career in radio sales at prestige adult appeal station for solid, creative salesman with experience, initiative and desire to make money. Southern coastal medium market; well rounded economy. Account list with excellent potential. Write Box 812A, BROADCASTING.

Salesman for S.C. station in good market must be hustler interested in eventual management opportunity. $100.00 weekly plus incentive bonus. Furnish detailed information as to experience, age, education and photo. Box 909A, BROADCASTING.

Our men are earning $150-$250 weekly and campaign managers $12,000-$15,000 annually. Conducting community promotions-cash award contests now in New York, Penna., and New England. Write Box 138B, BROADCASTING.

Salesman—Mid-Atlantic top rated fulltimer (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

Chain station in southwest needs good, energetic salesman. Far better than average draw and commission. Chances for advancement to manager excellent. Box 196B, BROADCASTING.

Are you ready to step up in sales work? Here is an opportunity. Texas. Box 253B, BROADCASTING.

Experience required. Topnotch salesman. $7,500.00 plus opportunity. Must be a self starting hustler. Al M. Farber, Manager, KXGI, Fort Madison, Iowa.

Proven high earnings available with Madison, Wisconsin's easiest-to-sell station—top rated in an ideal city for your family. Phone William R. Walker, WISM Radio.

Midwest placement! Write Walker, Broadcast Division, 83 So. 7th St., Minneapolis 2, Minnesota for application.

Help Wanted—(Cont'd)

Announcers

Announcer-chief engineer for 1 kw small town daytimer . . . Good engineering job and fair announcing required. $100.00 weekly plus free hospital insurance for man and family. Send complete details in reply. Box 908A, BROADCASTING.

Wanted to hire: A combo man with first class ticket. Emphasis on announcing. Send particulars to Box 940A, BROADCASTING.

Experienced, versatile announcer wanted for southwest Virginia market. Must have good sense of tight production. 40 hours, $70. Box 117B, BROADCASTING.

Experienced morning man for western New York community. Excellent future with multi-station group. Solid adult programming. Send tape and resume. Box 132B, BROADCASTING.

Experienced announcer-salesman with first-class ticket by am-fm station in southern California, state's 4th largest market. Run own board, sell. If you're good, name your price. Send returnable tape, resume, pic. Box 134B, BROADCASTING.

Announcer—first phone engineer for 250 watt New Hampshire daytimer going on the air mid-July. Major emphasis on announcing. Send details to Box 145B, BROADCASTING.

Are you ready for pd? Bright, fast-paced music and news station in medium midwest market. Send expendable tape, photo and resume to Box 152B, BROADCASTING.

Experienced announcer with first phone; experienced announcer-commercial manager; experienced announcer. Location is large city in Louisiana. Big opportunity to right persons. Box 175B, BROADCASTING.

Immediate opening for experienced radio announcer for adult operation in Michigan. Send tape and resume to Box 177B, BROADCASTING.

Deejay for modern radio format. with personality. Versatile—some news. Boston. Tape, resume. Box 180B, BROADCASTING.

Northern California 5kw, formula, wants a nighttimer who can swing, ticket preferred. Salary open. Air check required. Replies confidential. Box 212B, BROADCASTING.

Immediate job at top rated adult station in Pittsburgh suburban area, for announcer with minimum 1½ years commercial experience. Must be available for personal interview. Good starting salary, regular raises. Send tape with resume. Box 217B, BROADCASTING.

Tremendous opportunity for bright, versatile, experienced staff man at 50 kw station in Southwest. Send tape, resume and recent picture to Box 237B, BROADCASTING.

Opportunity for married staff announcer. Send resume. Texas. Network station, Box 254B, BROADCASTING.

Want 3 mature, experienced staff announcers. No deejays. Personal integrity required. Can be lifetime for best men. Top listening, top prestige, sophisticated good-music station. Tape and resume. KASE, Austin, Texas.

KBUD, Athens, Texas seeking experienced staff announcer.

Have immediate opening for announcer with first phone. Single station, adult market located in heart of vacation wonderland. Excellent working conditions, side benefits. Send resume. Tape and photo to Jack Hinman, KPRK Radio, Livingston, Montana.

Help Wanted—(Cont'd)

Announcers

Immediate opening announcer. Experience preferred. Apply KSDN, Aberdeen, South Dakota.

WAYE, Baltimore, needs staff announcer with 1st phone or pd experience.

Kentucky staff: Permanent position open mid-August. Adult music, tight format. Must be experienced. News delivery important. Salary open. Send resume and past earnings. No tapes. WBLG, Box 1417, Lexington, Kentucky.

Immediate opening in suburban Detroit station for intelligent, enthusiast dj. 2 years commercial experience. Strong on production. Call or rush tape to WBRB, Mt. Clemens, Michigan.

Central Pennsylvania daytimer will have an August 7 opening for a competent staff announcer. Send tape and other data to Station Manager, WCPA, Clearfield, Pennsylvania.

Announcer-engineer, experience not required. Must have good speaking voice. Rural station near Wallops Island, Virginia. If interested send audition tape or call Brooks Russell, WESR, Tasley, Virginia.

Announcer with 1st class ticket, immediate opening. Send resume, tape. WJUD, St. Johns, Michigan.

Women—Opportunity to earn extra money by recording for good local accounts. Send audition. Box 10513, Tampa 9, Florida.

Needed immediately—announcer with first phone. Permanent position. Brand new station on air by August. Send tape and resume, Henry Phipps, 835, Alta Vista, Barstow, California.

Opening for staff announcer. Promising beginners should air mail tape, resume and photograph. Also opening for announcer with first class ticket. Ralph L. Hooks, The Dixie Stations, Box 46, DeRidder, Louisiana.

Give your ratings a shot in the arm with Professional Services' exclusive D-J comedy material—written for radio—send for current selection. . . . just $2.98—Professional Services, Box 5815, Baltimore 8, Maryland.

Midwest placement! Write Walker, Broadcast Division, 83 So. 7th St., Minneapolis 2, Minnesota, for application.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Technical

Engineer for Washington, D.C. area station. Some experience required. Box 854A, BROADCASTING.

Florida station needs real engineer. Maintenance, construction in challenging position with opportunity for extra money for part-time announcing if desired. No drifters or cranks considered. Box 137B, BROADCASTING.

Chief engineer. Must be experienced. Know maintenance, top rated station 1000 watt full time. Automation. Good pay. Texas. all details first letter. Box 256B, BROADCASTING.

Maryland independent needs experienced engineer with first phone for am fm operation with remote and mobile equipment. Reply in full giving background experience, references and salary requirements. Box 188B, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer-announcer, or engineer-salesman. Salary open. Write General Manager, KAGE, Winona, Minnesota.

Wanted, engineer-announcer morning wake-up, sales, progressive and successful popular music station. Good base salary and number of good commissionable accounts. Contact WAFC, Staunton, Virginia.

WAYE, Baltimore, needs staff announcer with 1st phone or pd experience.

Suburban Chicago. Must be experienced. 1 kw am going to 5 kw; 36 kw fm going to 180 kw and multiplex. Write or call with complete details including salary requirements. Immediate opening. Wheeler, WEAW, Evanston, Illinois, UN 4-7600.

Need first phone engineer with or without experience, with or without announcing experience. Contact WSYB, Rutland, Vt.

Chief engineer experienced in high power directional and fm. Progressive, expanding organization. Not a swivel chair job. Major upper midwest city. Open now. Call collect. John Davis, Riverside, Illinois, HI 7-2402.

Midwest placement! Write Walker, Broadcast Division, 83 So. 7th St., Minneapolis 2, Minnesota for application.

Production—Programming, Others

Can use "Gal Friday"—Good knowledge of promotion, announcing, music, copy writing, etc. Box 221B, BROADCASTING.

News director radio and tv network affiliate. Multiple ownership. Work with top-rated personnel. Send pic and full details. Box 225B, BROADCASTING.

Do you want to live in northern California and work in radio or tv? Write Don Telford, KIEM-TV, Box 1011, Eureka, California.

Beautiful college city. 25,000 population. We are seeking a young family man, interested in good living and well oriented in radio, to be our program director and morning personality. Our's is a 5 kw, twenty year old, intelligently programmed station that's getting better and better. You'll join a happy, professional team that's going places. You'll live well, you'll make money, your family will love this growing, attractive community. Send resume, references, picture, and tape to: J.T. Snowden, Jr., Manager, WGTC Radio, Greenville, North Carolina.

Experienced reporter-writer for newsroom of outstanding 50 kw clear channel. No air work. Good pay based on experience and ability. Company benefits. Contact Lincoln Harner, News Director, WHAM, Rochester, N.Y.

Experienced continuity writer. Adult music station. Good production library, latest equipment. Advancement opportunities. Resume. Manager, WRTA, Altoona, Pennsylvania.

Program director, educational station. Must know something of language and serious music, radio production, programming duties. College graduate required, time to work on graduate degree given. Starting $400 month. Kenneth Wright, WUOT, University of Tennessee, Knoxville, Tennessee.

RADIO

Situations Wanted—Management

Outstanding twenty year record in sales, general operations and management. Available immediately. Box 879A, BROADCASTING.

Very successful small station manager (ten years) had to try the city. Still very successful as big station sales manager. Longs for small town and small station. Midwest or midsouth. Box 195B, BROADCASTING.

Successful manager presently employed wants to move up. 11 years experience sales, news, announcer. $150 per week minimum plus bonus plan. Box 218B, BROADCASTING.

Am qualified—can manage—proven success record—looking for permanency. Box 233B, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Commercial manager 5 kw seeks relocation in northeast due to sale of station. Sixteen years' experience—six tv sales, ten radio sales, management. Proven ability past employer references. Familiar New England markets. Mature, married, reliable. Box 200B, BROADCASTING.

Station manager—13 years' experience in all phases of radio. Presently employed in small market with net profit up and expenses down. A stable, enthusiastic administrator currently selling, programming and announcing. Would prefer Tennessee or southeastern coastal states, with opportunity for profit-sharing or part-ownership. 34, married, one child, no drinking. Present employers know of this advertisement and will supply excellent references. Box 204B, BROADCASTING.

General manager—Tops in sales, programming and promotion. Specialty is building up run down property. Presently director of small chain of medium market stations that's for sale. Doubled original value in two years by tripling billing and getting #1 ratings. Finest references national and statewide. Western states only. Box 207B, BROADCASTING.

Small station owners . . . I want to learn management. Young, ten year background, family. Box 243B, BROADCASTING.

10 years experience. From combo—to engineer—to chief and production—to manager of #1 station in first 100 markets. Box 245B, BROADCASTING.

Sales

Salesman—former radio newsman desires position in sales in Minnesota or Wisconsin. College, vet, 26, married. Available August 15. Box 122B, BROADCASTING.

Experienced announcer D.J. 4 years, married. Would like to settle. GR 7-2391 or MU 6-3879, Herb Anderson, 47 West 28th St., N.Y. 1.

Announcers

Attention! "Good music-news-sports station"—5 years announcing experience, college graduate. Available immediately. Box 954A, BROADCASTING.

Announcer, dj experienced. Tight format. Want to settle. Married. Not a prima donna. Box 992A, BROADCASTING.

First phone. Announcer, tight production, 4 years experience. Married, want to settle. Not a floater. Box 993A, BROADCASTING.

Announcer, experienced, vet, married, tight format, willing to work, not a floater. Box 995A, BROADCASTING.

Major or medium market adult operation looking fcr experienced dj? Box 121B, BROADCASTING.

Salesman-announcer. Experienced. Excellent radio voice. First class licence. Ohio. Box 127B, BROADCASTING.

Radio school, college graduate, 24, experienced, prefer Philadelphia or California. Box 197B, BROADCASTING.

Announcer—college graduate. Strong on news, commercials, dj. Tapes, references at request. Will travel. Box 198B, BROADCASTING.

Dynamic, young, married 'top rock jock' with four years news. Storz mobile news experienced. Box 199B, BROADCASTING.

Announcer—dj. New commercial delight. Excellent voice. Stable, beginner. Box 208B, BROADCASTING.

Experienced dj; news and sports. Adult, professional, versatile, ambitious. Box 209B, BROADCASTING.

Dreaming of a castle in the air? Your station can have a Kastle on the air. Best offer gets me. Write for tape. Box 210B, BROADCASTING.

Gal announcer. Thoroughly trained radio/tv. Good commercial delivery, pleasing voice personality. Can assume Gal Friday duties. Versatile background. Tape available. Box 211B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, young, married, have car and 1st phone, non-maintenance. Tight production and enthusiasm are my keynotes. Box 215B, BROADCASTING.

Major market jock, announcer, news re-writer and reporter with pd and music programming experience desires spot with promotion minded station seeking services of real pro. Minimum starting salary of $150 weekly. Box 216B, BROADCASTING.

Announcer—pd with country-western leanings. DJ, sales, news, musician. Many years experience. Relaxed radio only. Employed. Box 223B, BROADCASTING.

Outstanding personality wants to break into major market. Finest references. Consistently top rated. Will become major talent in your city. Married, reliable, personable. Presently employed. Box 224B, BROADCASTING.

Sports, pd and announcer—play-by-play, 7 years experience, college graduate, 26, family. Excellent character and references. Employed. Box 228B, BROADCASTING.

Announcer-engineer, first phone, 10 years experience. Presently manager in Rocky Mountain, desire announcer, or pd, California, Arizona, Nevada, with desert region preferred. Authoritative news and commercials. Box 232B, BROADCASTING.

Recent college graduate, two years educational radio engineering and announcing, desires start in any phase of radio. Willing to locate anywhere in East. Box 234B, BROADCASTING.

Country and western disc jockey, well seasoned, good ad lib, good on promotion and personal appearances, now in major market, desires more opportunity, preferably in Western half of U.S. Box 236B, BROADCASTING.

Young, married, experienced combo, presently employed, seeks position with progressive midwest station. $100 minimum. Box 239B, BROADCASTING.

Southland: Eight years, solid radio, with references from every employer. Knows standard and formula radio. News and Music. Veteran with college. Best of background. Box 241B, BROADCASTING.

Veteran announcer available August 1st as program director. Indiana, Ohio, Pennsylvania. Make your best offer. Box 244B, BROADCASTING.

Modern pd-dj, top market, top ratings. Samples on request. Box 248B, BROADCASTING.

Top notch top 40 man. 3 years experience. Age 25. Married. Hard worker, aggressive, professional sound. Box 255B, BROADCASTING.

Permanent position in medium market for qualified sportscaster - staffman. Consider radio-tv. Employed, 28, married, college. Larry Myers, 1202 Harrison, Canon City, Colorado.

Morning man. Deep voice. Experienced. 302 West Union St., Telephone HE 7-4199, Morganton, No. Car.

Good, versatile announcer. Production wise. Available immediately. $125.00. Tom Edwards, 6733 Placid Place, Telephone TWeed 1-3837. Cincinnati, Ohio.

Announcers, newscasters, experienced. Good voices. Tight boardmen. Contact New York School of Announcing and Speech, 160 West 73rd St., NYC.

DJ's experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd St., NYC.

Experienced play-by-play sportscaster with 6 years' radio experience. Primarily sports. Family man. Holder of B.A. Degree. Experienced in broadcasting professional baseball, boxing, racing and golf. College football, basketball, and track. High school football, baseball and basketball. Presently sports director of metropolitan station. Supervise all writing and airing of sports activity. Management aware of this ad. Write William Schellhammer, 212 Commerce Building, Erie, Pennsylvania.

Situations Wanted—(Cont'd)

Announcers

Announcer—experienced. David Lipman, 1829 Caton Ave., Brooklyn 26, N.Y., BU 4-1016.

Negro disc jockey, looking for work. Dick Wilson, 101 W. 143rd St., NYC. AD 4-4180.

Technical

Engineer with one year of transmitter experience would like to relocate in upper midwest near Mason City, Iowa. Box 202B, BROADCASTING.

First phone. Negro with sales ability. Desire to learn and advance in Negro market. College, Single. Reliable. Box 238B, BROADCASTING.

Engineer: qualified to design. Build or supervise radio, television or microwave installations, now field engineer for nationally known consultant, is seeking a position that requires little traveling. Box 240B, BROADCASTING.

Chief engineer ten years experience including 10 kw directional—installation—maintenance—studio production. Multiple station responsibility. Box 246B, BROADCASTING.

Engineer—wants return to broadcast engineering as chief. Over 17 years combined electronics experience. 8 years in broadcast (3 as chief) plus 9 years mobile communications maintenance. Reliable. Box 249B, BROADCASTING.

1st phone, eight years experience radio and television. Experienced in directional operation. South only. P. O. Box 241, Cedartown, Ga.

Overseas (Far-East only), radiotelegraph. 2-way, operation or maintenance position. Age 29. First phone, second radiotelegraph. Strohmeyer, Box 2131, Kansas City, Kansas.

Field engineer—ticket, travel, know-how. W. MacTammany, 116 W. 8th St., Scotland Neck, N.C., Valley 6-3231—Now!

Production-Programming, Others

Quantity of quality programming with purse-nudging production available for the discerning station interested in ideals, results and commercially profitable sound, without sacrificing good taste. 13 years experience — college grad. — currently P.D. metro market. Box 235B, BROADCASTING.

Program director available . . . Ohio stations only. Box 242B, BROADCASTING.

TELEVISION

Help Wanted—Management

Administrative assistant to president of Broadcasting Company. Multiple ownership. Must have experience in corporate and administrative affairs and integrity must be above reproach. Send full details. Box 227B, BROADCASTING.

Sales

Sales representative. State capital vhf in the southeast seeks experienced local sales representative. Sales promotion background considered. Productive account list available. Station owned by long-established company. Pleasant working conditions, group insurance and pension plan. Those interested send full resume, including photo to Box 170B, BROADCASTING.

Immediate opportunity for experienced tv salesman in local, regional sales position. Liberal commission and high income potential for right man. Send resume and photo to Sales Manager, KCRG-TV, Cedar Rapids, Iowa.

Wanted: Salesman for aggressive local tv selling—radio or tv experience equally acceptable. Good guarantee—good commission available. ABC station, best coverage, first place 6-Midnight ratings. Need hustler who likes to make money. Send photo and background to: Lee Colee, WTVH, 621 Main St., Peoria, Illinois.

Help Wanted—(Cont'd)

Technical

Engineer wanted with qualifications for supervisory duties. Pioneer basic major network station in upper south. Opening requires first class radio-telephone license with studio, vtr and transmitter experience. Excellent working conditions with insurance, vacations and holidays. Send full resume with picture to Box 962A, BROADCASTING.

Wanted—Engineer with first ticket for midwestern all uhf market. Experience preferred, but not necessary. Box 131B, BROADCASTING.

California medium market needs good, practical experienced television engineers, both studio and transmitter. Must be excellent operator television control board, projectors, switcher, microwave, etc. Also need alert, experienced transmitter man. Both men should be good on maintenance, mechanical work, and electrician. Reply Box 191B, BROADCASTING.

Assistant chief engineer Gulf Coast vhf. Thorough studio maintenance background. Send resume, picture and salary. Jerry E. Smith, C.E., Box 840, Corpus Christi, Texas.

Production-Programming, Others

Newsman wanted. Must be able to gather, write and present the news. Salary open. Contact Reeve Owen, WTVC, Chattanooga, Tennessee.

Situations Wanted—Management

General manager. 5 years tv management. Top sales direction. Saleable program creation excellent. Presently employed. Box 219B, BROADCASTING.

Sales

Executive-type salesman with sixteen years' experience—six tv sales, ten radio sales, management available due to sale of station. Past commission earnings well above average but primarily interested in sound permanent connection. Northeast preferred. Mature, married, reliable. Excellent references. Box 201B, BROADCASTING.

Announcers

Announcer . . . Excellent commercial and news delivery . . . wants opportunity to earn in larger market . . 8 years in small market radio and tv . . now in upper midwest . . . will move anywhere . . . 35 . . . family man . . . sober . . . best references. Please write Box 229B, BROADCASTING.

TV-announcer desires work in a western state. Prefer booth job. 3 years experience in leading market. Young, enthusiastic, ambitious. Box 247B, BROADCASTING.

Technical

Engineer: qualified to design. Build or supervise radio, television or microwave installations, now field engineer for nationally known consultant, is seeking a position that requires little traveling. Box 240B, BROADCASTING.

Graduating interns, technical and production, trained in modern fully equipped studios by commercial minded instructors, now available. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Excellent television newsman and personality. 13 years' radio and tv experience. Presently employed as station manager in small radio market. Former tv experience consisted of news and 1½ hour morning show across the board. 34, married, no drinking. Present employers know of this advertisement and will supply excellent references. Box 205B, BROADCASTING.

20 years experience in radio/television, including management. Creative programming my forte. Seeking program directorship of quality operation. Box 220B, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

7 years radio announcing, sales, programming, ownership, 1 year tv news . . . would like tv programming-announcing in new station. Single, sober! Box 250B, BROADCASTING.

Airing, writing, editing, gathering news—metropolitan market. Six years radio-television. Ready to step up. Former resident NYC-Philadelphia area. Box 252B, BROADCASTING.

News director, 7 years experience all phases radio-tv news; family man, 27. Currently employed major market. Box 257B, BROADCASTING.

FOR SALE

Equipment

Gates dynamote portable remote amplifier —brand new—$250. Box 166B, BROADCASTING.

Steelman transitape, portable all-transistor 2-speed tape recorder—$100. Box 167B, BROADCASTING.

Multiplex receivers—12 Bogen (RM2), 1 Bogen (RM2A), 2 Browning (XR-100 with adapter), one Teletronix (MX11A). All about one year old and now in use and operating. Available about July 15th. We're going out of the background music business. Total cost to us was $2400. Will sell at 25% off or $1,750. Write Box 190B, BROADCASTING.

2 each Auricon Pro 1200 Cameras—with magazine, and 1 inch lens, with var. den. galvo. Price $2,750.00 each. 1 each 16mm Hallon Film Tape Recorder. Like new, $750.00. Box 222B, BROADCASTING.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each $1050 crated. Radio Station KCHJ, P.O. Box 966, Delano, California.

12 slimline base light fixtures #TV664G. Excellent condition. Transformer box #TV-664BG5 included. $100 each. KHOU-TV, Box 11, Houston, Texas.

Gates model 31B console, Gates model 250-C transmitter, Gates type CB-4 control desk. Recently removed from service, in fair condition. First reasonable offer takes. Radio Station KIMP, Mt. Pleasant, Texas.

One Mole-Richardson microphone — boom complete with perambulator. Like new—$1,000.00 Good used automatic film cleaner and conditioner, Neuvator model No. CL-16 made by Nu-Made. Contact Jim Sims, Station WAPA-TV, San Juan, Puerto Rico.

Microwave tower—75 foot, self-supporting, three bolted sections. 12 foot base, 8 foot top. Sturdy platform, guard rail, ladder. Inquire Engineering Dept. WAVE, Inc., 725 South Floyd, Louisville, Kentucky.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

A 1000 watt Collins transmitter in operating condition. Will sell reasonable. Radio Station WMOZ, Post Office Box 228, Mobile, Alabama.

One Raytheon three channel remote with power supply, model RR 30, good condition, in use at present. One Raytheon control board, model RC-11 with power supply, has been put in good condition by competent engineer. Two Gates CB11 turntables, just completely overhauled by qualified repair firm. Still in crates, new idlers, felt, switches, springs, and include 1 mil and 2.5 mil stylus (complete with arms), 1 Travis tapak duplex multispeed newscaster, vari-track. Good working condition. The entire group yours for $900.00 or sold separately. Will crate, you pay shipping charges. WWNS, Statesboro, Georgia.

Tape recorders, stereo: Ampex 350-2, $1100.00 (list $1900.00); Berland 33, $550.00 (list $1,115.00). M. Bates, 3200-16th St., N.W., Washington, D.C. (Decatur 2-6400, ext. 619).

FOR SALE

Equipment—(Cont'd)

Dehydrators, automatic and complete, rigid coaxial transmission line, with fittings and hardware. Write for listing. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Get into fm power cheap. 10 kw Western Electric transmitter 506 B-2, with brand new Gates exciter, new tubes throughout. GE 8 bay antenna BY 8 B. Make offer. L.E. Latham, Box 77, Atlanta, Ga., DR 8-8808.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Ampex 300 ½" 7 track recorders, 2 decks & 7 chassis $3,000. Daven 12a new $500.00. Reeves 16mm $6000 mag film rec system $1,500. Sobin, 39-44 49th St., L.I.C. 4, N.Y. Il 8-9516.

Schafer automatic program equipment. Used less than one year. Manufacturer's guarantee 4 years. $8,000.00. Call Olean, N.Y. 20161.

General Precision Laboratory 16mm kinescope recorder, model PA-303 with Maurer sound of film system and utilizing electronic shutter. For further information contact the Director of Purchasing, University of Missouri, Columbia, Missouri.

Two 270-foot heavy-duty Fisher guyed towers available by October 1st. W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

WANTED TO BUY

Stations

Want station in northeast city over 100,000 population. To 150M up to 40M down. Principal. Box 100B, BROADCASTING.

Want Broadcast Station—Western—qualified individual—Principals. Box 231B, BROADCASTING.

Texas operator wants second station within 200 miles of Dallas. Top full-time preferred but will consider smaller. Our No. 0882. Indiana Corporation wants 250-1000 watt full time, non-directional one-market town 10 to 20 M, or will buy permit and build. Our No. 0862. Indiana station will buy another; New England, N.Y., Pa., Ind., $100M all cash or down payment on larger. Our No. 0832. May Brothers, Binghamton, New York.

WANTED TO BUY

Equipment

350 to 400 foot guyed triangular tower capable of supporting 14,000 pound six-layer Channel 2 superturnstile tv antenna. Write, stating location, condition, manufacturer, and price. Box 230B, BROADCASTING.

Western Electric 702A oscillator unit, complete in good working condition. Contact: S. E. Hawkins, Chief Engineer, WITH, 7 East Lexington St., Baltimore 3, Maryland.

Wanted: Used am modulation monitor, am frequency monitor, audio console. Price must be right. E. Holley, WOKS, Columbus, Georgia, CY 7-4515.

Western Electric 506B-2 transmitter, 10 kw—for standby rig. State hours, condition, terms and spare parts. Also BMTA monitor. Gateway Broadcasting Corp., 11600 Tesson Ferry Road, St. Louis 23, Missouri.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS—(Cont'd)

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method, 510 16th St., Oakland, California.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)____________________

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)
☐ **Help Wanted**—25¢ per word—$2.00 minimum
☐ **Display ads $20.00** per inch—STATIONS FOR SALE advertising require display space
☐ **All other classifications** 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE
☐ equipment

WANTED TO BUY
☐ stations
☐ equipment

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☐ Business Opportunity
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(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D.C.

NAME____________________

COMPANY____________________

ADDRESS____________________

Remittance enclosed $ ☐ Bill

STATIONS — FOR SALE

SOUTHWEST DESERT AREA

5 kw daytimer grossing $80,000. A real buy at $105,000 with $29,000 down and a long payout.

Box 178B, BROADCASTING

SOUTHERN CALIFORNIA FULLTIME

An unusual opportunity for an acceptable buyer to acquire ownership of a prestige California property with a history of high billings and ownership earnings for the very low down payment of $25,000.

Box 179B, BROADCASTING.

Ga.	Single	250w	$45M	terms
Va.	Single	1kw-D	80M	terms
Cal.	Single	250w	68M	15 dn
Miss.	Single	250w	39M	15 dn
Ill.	Single	Daytimer	95M	29%
La.	Single	Regional	53M	terms
Tenn.	Single	Fulltime	55M	cash
Fla.	Small	Fulltime	55M	terms
W.Va.	Small	Local	40M	10 dn
Fla.	Medium	Regional	175M	terms
Cal.	Medium	1kw-D	70M	29%
Fla.	Medium	Regional	230M	29%
Cal.	Metro	Daytimer	175M	terms
Fla.	Large	Regional	185M	29%
East	Major	5kw	350M	terms

And Others

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Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

GUNZENDORFER

NORTHWEST. $95,000 with 29% down. A 250 watt fulltimer in 2 station market.

* * *

CALIFORNIA. $17,500 down. $300 a month payout for a fulltimer in northern city of 15,000 people. Owner must sell. Full price. $60,000.

CALIFORNIA. Southern area. $125,000 for a 1000 watt fulltimer in one station community of 12,500 people.

CALIFORNIA. 500 watt daytimer. A earner in growing area. Asking $150,000. 29% down. 10 year payout.

WILT GUNZENDORFER
AND ASSOCIATES
8630 W. Olympic, Los Angeles, California
Licensed Brokers—Financial Consultants
Phone OLympia 2-5676

EMPLOYMENT SERVICE

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement
458 Peachtree Arcade
JA 5-4841 Atlanta, Ga.

FLORIDA RADIO STATION

Medium market. #1 rating, sold solid.

Box 206B, BROADCASTING

Rocky Mt. Fulltime $63,000—Rocky Mt. Day regional $40,000—Southwest fulltime $115,000—South medium, day $97,500—Texas single regional day $47,500—South medium Fulltime $125,000—South Major day regional $95,000—Midwest medium fulltime. Money-maker. $150,000 Incl. valuable real estate—Southwest Fulltime regional. Big profits. $210,000—Southwest Major, day regional. $225,000—West Coast power, medium market. $350,000—South single. $40,000—Texas single, day regional $100,000. PATT McDONALD, Box 9266, Austin, Texas. GL. 3-8080, or Jack Koste, 60 E. 42nd., N 17, NY. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

WEST NORTH CENTRAL. Daytimer. Doing $12,000 a month. Asking $150,000 with 29% down.

WEST NORTH CENTRAL. Daytimer. Doing $6,000 a month. Asking $100,000 with 29% down.

NORTHWEST. Daytimer. Near large market. $70,000. Low down.

CALIFORNIA. Full time. Top market. Asking $225,000 with 29% down.

SOUTHWEST. Top 100 Markets. Full time. Asking $275,000 with 29% down.

ROCKY MOUNTAIN. Full time. Exclusive. Average $80,000 annual gross for last 5 years. Asking $90,000 with 29%.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

RADIO

Help Wanted

Production-Programming, Others

NEWS DIRECTOR

Immediate permanent opening due to illness present News Director. Must have thorough news and broadcasting background. Good air man with authoritative voice. Good salary plus car allowance and other earnings for right man. Not interested in itinerants or alcoholics. This station has finest reputation for news broadcasting. Please send qualifications, references, and tape to Mort Silverman, General Manager, WJBO, Box 496, Baton Rouge, Louisiana.

Situations Wanted—Technical

TOP-NOTCH
NETWORK ENGINEER

With supervisory experience, college degree, seeks administrative position.

Box 213B, BROADCASTING

TELEVISION

Help Wanted—Management

READY TO MOVE UP!

Top-notch Operations Manager (assistant General Manager) presently employed in "first fifty" eastern market, ready for a larger station or station Managership in medium market. Eighteen years experience producing *commercial results.* Consistently outstanding ratings, comprehensive budgeting know-how and top national programming awards high-light the resume you must see if "making this product right" means profit to you.

Write Box 251B,
BROADCASTING.

FOR SALE

Equipment

Spotmaster

Cartridge Tape Equipment
NOW IN 150 STATIONS

For descriptive material, write
BROADCAST ELECTRONICS, Inc.
8800 Brookville Rd., Silver Spring, Md.
or
contact your VISUAL ELECTRONICS man

NEW

Low cost modulator-oscillator. Convert color or monochrome receivers to video monitors. Low differential phase, wide frequency response, constant time delay. $49.50. Write: TELSON ELECTRONIC PRODUCTS, INC., Rapid City, South Dakota.

Continued from page 105

WLOB-FM Portland, Me.—Granted mod. of cp to change type trans. and reduce ERP to 3 kw; condition.

American Bcstg.-Paramount Theatres Inc. New York, N.Y.—Granted extension of permit to supply tv programs broadcast in U.S. over tv stations licensed to American Bcstg.-Paramount Theatres Inc. to Canadian tv stations CBFT and CBMT, both Montreal, Quebec; CBLT Toronto, Ontario, CKCO-TV Kitchener, Ontario, CBUT Vancouver, British Columbia, et al., for broadcast by these stations in Canada. Program material may be delivered via microwave relay facilities, operated by common carriers, air or rail express. Authority herein granted is for period beginning 3 a.m., EST, Feb. 1, 1960 and ending Feb. 1, 1961; and for renewal of permit to locate, maintain, and/or use studios or apparatus at 7 W 66th St., New York 23, N.Y. and other points throughout U.S. under control of American Bcstg.-Paramount Theatres Inc., for purpose of obtaining or producing tv programs consisting of musical, dramatic, educational and entertainment material, to be transmitted or delivered by film or tv recordings by various methods or by electrical energy for transmission by cable and/or other means to tv station XETV Tijuana, Mexico for period ending April 29, 1961; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

KASL Newcastle, Wyo.—Granted authority to operate Saturday between hours of 6 a.m. and 6 p.m only except for special events for period ending Oct. 2.

KWPR Claremore, Okla.—Remote control permitted.

WDVL Vineland, N.J.—Granted authority to operate from sign-on at 9 a.m. to sign-off at 5 p.m. for period through Oct. 31.

WKRS Waukegan, Ill.—Granted authority to sign-off at 7 p.m., CDT, for period July 1 through Aug. 31.

■ Following stations were granted extensions of completion dates as shown: KLYD-FM Bakersfield, Calif. to December 31; WRBS (FM) Baltimore, Md. to September 30; KVOR-FM Colorado Springs, Colo. to September 1; WIBC-FM Indianapolis, Ind. to December 11, and KFRC-FM San Francisco, Calif. to October 15.

Actions of June 29

KQAQ Austin, Minn.—Granted license for am station and specify studio location.

KVIL Highland Park, Tex.—Granted license for am station.

***KPPS-FM Parsons, Kans.**—Granted license for noncommercial educational fm station.

***KBYU (FM) Provo, Utah**—Granted license for noncommercial educational fm station.

KWIX (FM) St. Louis, Mo.—Granted license for fm station.

KJLM (FM) San Diego, Calif.—Granted license to operate with fm ant. side-mounted on a 160 ft. tower with ERP of 4.5 kw.

KOWB Laramie, Wyo.—Granted license covering changes in facilities, ant.-trans. and studio location, installation of DA N-D (DA-2), make changes in ground system and installation new trans.

KFAR Fairbanks, Alaska—Granted license covering installation trans. for auxiliary purposes.

***KCPS (FM) Tacoma, Wash.**—Granted license covering increase in ERP and ant. height, installation new ant. and change of ant.-trans. and studio locations.

WANTED TO BUY

Equipment

WANTED

One radio BHF mobile unit, ready to go, and one television mobile unit. Must be in first class condition. What have you to offer?

Box 214B, BROADCASTING

WANTED TO BUY

Two Houston Fearless Camera Cranes: Type BT. Describe condition, where located, and cost.

CHARLES MICHELSON, INC.
45 West 45th St., New York
Plaza 7-0695.

KPLC Lake Charles, La.—Granted license covering installation of new trans.

KBIQ (FM) Los Angeles, Calif.—Granted licenses to use previously licensed main trans. as auxiliary; and increase in ERP, change type trans., changes in ant. system and specify type trans.

KEFM (FM) Oklahoma City, Okla.—Granted license covering change in ERP, ant.-trans. and studio locations.

KAYO Seattle, Wash.—Granted license covering installation new trans. at main trans. location as auxiliary trans.

WABJ Adrian, Mich.—Granted cp to install old main trans. (composite) as auxiliary trans.

KWK St. Louis, Mo.—Granted cp to install new alternate main trans. (present location of main trans.), employing DA. (DA-N).

WMTW-FM Mt. Washington, N.H.—Granted mod. of SCA to change sub-carrier frequency from 67 kc to 41 kc.

KULA Honolulu, Hawaii—Remote control permitted.

Actions of June 28

KICY Nome, Alaska—Granted license for am station and specify trans.

■ Granted licenses for following fm stations: WNOB Cleveland, Ohio; KPUP San Francisco, Calif.; KELT Harlingen, Tex.; KSBW-FM Salinas, Calif.; KSTL-FM St. Louis, Mo.; KSPL-FM Diboll, Tex.; KREX-FM Grand Junction, Colo.; KLSN Seattle, Wash.

WMVA Martinsville, Va.—Granted license covering increase daytime power and installation of new trans.

WKEY Covington, Va.—Granted license covering increase in daytime power and installation of new trans.

WINA Charlottesville, Va.—Granted license covering increase in daytime power and installation of new trans.; condition.

WHGR Houghton Lake, Mich.—Granted license covering change in hours of operation, installation of DA for nighttime use; and make changes in DA and ground system.

KYCA Prescott, Ariz.—Granted license covering increase in daytime power and installation of new trans.

KLER Orofino, Idaho—Granted license covering installation of new trans.

KNEV (FM) Reno, Nev.—Granted license covering increase in ERP and make changes in trans. equipment.

KMCS (FM) Seattle, Wash.—Granted license covering installation of new trans.

KUOM Minneapolis, Minn.—Granted license covering installation of new trans.

KISW (FM) Seattle, Wash.—Granted license covering increase in ERP and installation of new trans.

KLVL Pasadena, Texas—Granted license covering installation of new trans. as alternate main trans.

WBAL-FM Baltimore, Md.—Granted license covering decrease in ERP, increase in ant. height, change type trans., change ant.-trans. and studio locations and make changes in ant. system.

KWLM Willmar, Minn.—Granted license covering installation of new trans. and make changes in trans. equipment.

WNVY Pensacola, Fla.—Granted license covering change in ant.-trans. location and make changes in ant. and ground system.

WHGR Houghton Lake, Mich.—Granted license to use presently licensed auxiliary trans. on 1290 kc, 1 kw, DA-N, for auxiliary purposes only.

WMIX-FM Mt. Vernon, Ill.—Granted license covering increase in ERP and installation of new trans.

WTMJ-FM Milwaukee, Wis.—Granted license covering change in frequency, increase in ERP and ant. height.

WIKY-FM Evansville, Ind.—Granted license covering change in ERP, change type trans., changes in ant. system and remote control operation.

WNEP (TV) Scranton, Pa.—Granted cp to install auxiliary trans. at main trans. site.

KABC Los Angeles, Calif.—Granted cps to install new type trans.; and install new auxiliary trans.

WAPI-TV Birmingham, Ala.—Granted cp to install auxiliary trans. and auxiliary ant. system at location of present main trans. and ant.

KFBC Cheyenne, Wyo.—Granted cp to install aur. auxiliary trans. to be used with existing main vis. trans.

Actions of June 27

WFTG London, Ky.—Granted transfer of control from **Elmo Mills** to **Elmo** and **John P. Mills** (a family group) through sale of stock by Elmo Mills to **Herman G.** and **John B. Dotson.**

KRCW (FM) Santa Barbara, Calif.—Granted assignment of licenses and SCA to Channel Bcstg. Co.

WKGN Knoxville, Tenn.—Granted relinquishment of negative control by **Abe D. Waldauer** through sale of treasury stock to **Donel Lynch, George P. Mooney** and **D.F. Prince** and corporate reorganization.

WHLO Akron, Ohio—Granted assignment of license to **Radio Akron Inc.**

WREA East Palatka, Fla.—Granted license for am station.

■ Granted licenses for following fm stations: WQRS-FM Detroit, Mich.; antenna 280 ft.; WMIL-FM Milwaukee, Wis.; antenna 245 ft.; WRNW Mount Kisco, N.Y.; WTTV-FM Bloomington, Ind. ERP 37.2 kw.

WFHR Wisconsin Rapids, Wis.—Granted license covering change in facilities, installation of DA-N, make changes in ant. and ground system and installation new trans. (2 main trans.).

WLDY Ladysmith, Wis.—Granted license covering increase in daytime power and installation of new trans.

WJPD Ishpeming, Mich.—Granted license covering increase in daytime power.

WNAV Annapolis, Md.—Granted license covering increase in daytime power and installation of new trans.

WGNY Newburgh, N.Y.—Granted license covering change ant.-trans. location, type trans. and make changes in ant. system.

KAAB Hot Springs, Ark.—Granted license covering installation of new trans., ant. and ground system for auxiliary purposes.

WGTO Cypress Gardens, Fla.—Granted license covering installation of old main trans. as alternate main trans.

WKIS-FM Orlando, Fla.—Granted license covering decrease in ERP.

WTEL Philadelphia, Pa.—Granted license covering type trans.

WGOV Valdosta, Ga.—Granted license covering installation of new trans.

WPRB (FM) Princeton, N.J.—Granted license covering change in frequency, increase ERP, decrease ant. height and installation of new trans. and ant.

KFAB-FM Omaha, Neb.—Granted cp to increase ERP to 115 kw and install new type trans.; remote control permitted.

WFGM-FM Fitchburg, Mass. — Granted mod. of cp to change type ant.

WTTT Arlington, Fla.—Granted authority to remain silent for period of sixty days.

KOLR Sterling, Colo.—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WRUL Scituate, Mass. to September 30; WDTM (FM) Detroit, Mich. to November 15; *KERA-TV Dallas, Tex. to September 15; KTAG-TV Lake Charles, La. to January 9, 1961; KSWO-TV Lawton, Okla. to July 29.

Action of June 24

WOIA Saline, Mich.—Granted authority to sign-off at 6:30 p.m. for period ending August 31.

Action of June 15

WWCO Waterbury, Conn.—Granted acquisition of positive control by **Herbert Bloomberg** through corporate reorganization and sale of stock by **Murray Grossman** and **Herbert Saxe** to **Ruth R. Goddard.**

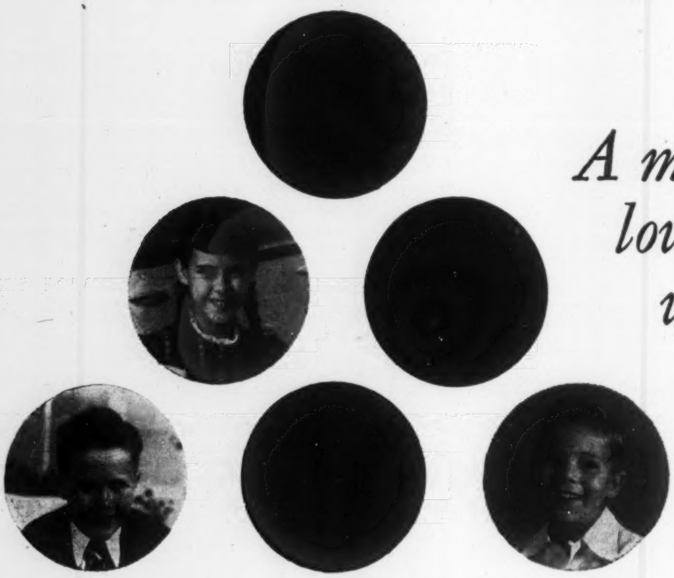
Action of June 2

***WIRQ Rochester, N.Y.**—Granted license for noncommercial educational fm station.

PETITION FOR RULEMAKING

National Assoc. of Educational Bcstrs., Urbana, Ill.—Requests that Sub-part C. of rules relating to non-commercial educational fm broadcast stations, be amended to authorize establishment of subsidiary services by such stations on multiplex basis, as follows: (a) An fm broadcast licensee or permittee authorized under this sub-part may apply for (SCA) to provide limited types of subsidiary services on multiplex basis. Permissible uses must fall within one or both of following categories: (1) Transmission of in-school educational programs: (2) Transmission of programs which are of broadcast nature, but which are of interest primarily to limited segments of public wishing to subscribe thereto. Illustrative services include: background music; detailed weather forecasting; special time signals; and other material of broadcast nature expressly designed and intended for any public groups engaged in any lawful activity. (3) Transmission of signals which are directly related to operation of fm broadcast stations; for example: relaying of broadcast material to other fm and standard broadcast stations; remote cueing and order circuits; remote control telemetering functions associated with authorized STL operation, and similar uses. (4) Transmission of information for use in connection wth governmental activities. (b) Applications for SCA shall be submitted on FCC Form 318. Applicant for SCA shall specify particular nature or purpose of proposed use.

Further requests that proceedings be expanded to include stereophonic broadcasts by noncommercial educational stations on multiplex basis. Ann. July 1.



A moderate low-fat well-balanced breakfast for children 10-12 years of age

It has been found that those who develop obesity in childhood appear to have more of a dietary problem than those who develop obesity in the adult years. As a service to those advising about the obese child, a basic cereal and milk breakfast is worth consideration. *Its fat content of 10.9 gm. provides 20 per cent of the total calories, thus it is moderately low in fat.* It is well-balanced as shown in the chart below. The Iowa Breakfast Studies demonstrated that children of about this age have better grades and attitudes at school when they eat a *well-balanced* basic cereal and milk breakfast each morning.

Recommended Daily Dietary Allowances and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary Allowances—Children, 10 to 12 Years (36 kg.—79 lb.)	2500	70 gm.	1.2 gm.	12 mg.	4500 I.U.	1.3 mg.	1.8 mg.	17 mg.	75 mg.
Percentage Contributed by Basic Breakfast	20.1%	29.8%	44.3%	22.5%	13.1%	35.4%	44.4%	43.3%	87.3%

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.
Food & Nutrition Bd.: Recommended Dietary Allowances, Revised 1958. Natl. Acad. Sci.—Natl. Research Council Publication 589, 1958.
Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

****The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.***

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS TO . . .

William Kirkwood McDaniel

Bill McDaniel is in a radiant mood these days—Because NBC Radio is back in the black after eight long, lean years (BROADCASTING, June 20).

It was a high point of Mr. McDaniel's career several weeks ago when the network announced proudly that it was operating profitably for the first half of 1960 and the future was even brighter. As vice president in charge of NBC Radio, Mr. McDaniel is understandably jubilant about the network's new place in the sun.

Bill McDaniel's association with NBC has been pleasant on several scores. He started there in 1938 as a page and last March was named the top executive of the radio network. Perhaps even closer to his heart, he met Jean Caulkins on a blind date on the second floor of NBC's offices in New York. And they have been married for 21 years.

Hard Work, but Fun ■ Mr. McDaniel, trim and young-looking, remembers those early days of his business life as "full of hard work but lots of fun." Among his friends then "working their way up" were Tom McFadden and Bill Davidson, now NBC vice presidents; Monty Miller, a Young & Rubicam vice president; Herb Boas, executive vice president of the Budd Co.; Tony Faillace, an independent tv producer, and singer Gordon MacRae.

He's a "clean desk" executive and believes in staff conferences ("those are things I learned while I was in the Navy"). Colleagues say he is "even-tempered, forceful but tactful and quietly energetic." He is said to be a combination of a "homebody and a business body."

He likes to lunch frequently with top executives of leading corporations, and has an extensive first-name acquaintance with company officials. He flies frequently on business, adding: "Though I'm supposed to be an administrator, I cannot imagine myself not trying to sell. I'll always be a salesman."

William Kirkwood McDaniel was born in Scarsdale, N.Y., on June 18, 1918. He attended Scarsdale High and went to Duke U. for three years. In the summer of 1938, itching to go to work, he spent several months pounding the hot pavements of New York. Jobs were still scarce, and it wasn't until the fall that NBC notified him that he could have a job as a page there—if he wanted it.

Branded ■ Mr. McDaniel acknowledges that he had no burning desire to become a broadcaster. He wanted a job—one that was stimulating and showed future promise. Young Mr. McDaniel soon displayed the qualities of a man with a future—resourcefulness, courtesy and brisk efficiency. He was promoted to guide. One day an important visitor was so impressed with the manner Mr. McDaniel conducted a tour of the NBC studios that he was moved to write a "fan letter" to the young guide's superior. Robert Saudek, then vice president of sales for NBC's Blue Network, noted that Mr. McDaniel was a youngster to watch. In 1940 Mr. Saudek recommended Mr. McDaniel for a sales post with the Scripps-Howard Radio Corp. in Memphis; he landed the job and his career in radio was in orbit.

He remained with Scripps-Howard until he went to Hollywood as an account executive for KMPC in 1941. In succession followed a string of progressively better posts: account executive and then sales manager for KECA-TV Hollywood, 1948-51; manager of ABC's western division network sales department, 1951-52; western division manager of NBC Radio Spot Sales, 1952-53; sales manager of KNBC San Francisco, 1953-54; general manager, KNBC, 1954-56; vice president in charge of sales for NBC Radio, 1956-60; vice president in charge of NBC Radio, effective last March.

Mr. McDaniel's association with network radio spanned an era in which the medium was king throughout the 1940s; then slid downward as tv ruled the roost. Today, the silver lining is shining through the clouds. Mr. McDaniel is confident that radio can flourish in the future—certainly not on the grandiose scale of the past—but on a level that can pay its way and return a margin of profit.

NBC RADIO'S MCDANIEL
An 'image' for co-existence

Individuality ■ He points to a trend in network radio programming: "In the past, all radio networks have broadcast basically the same types of programming—soap operas, quiz shows, mystery dramas and music programs. In 1960, for the first time in radio history, each network is beginning to create a distinctive image. At NBC, the accent is on news—the *Emphasis* segments, sports and weekend *Monitor*, and the *Image* series of authoritative documentaries on important issues."

Mr. McDaniel is confident that NBC finally has devised a formula that enables the medium to co-exist with tv. He credits the radio network's improved billing picture to the new program concept, higher percentage of station clearances for network time (ranging between 95% and 98%), advertiser acceptance of the new policy and "more realistic" price structures (a general increase in participation announcements has been implemented over the past few months). He is particularly proud that in recent weeks, NBC Radio has signed contracts with 15 advertisers new to network radio: these include E.I. Du Pont de Nemours, Metropolitan Life Insurance Co., Union Carbide Corp., Champion Spark Plugs, General Insurance Co., Guardian Maintenance Div. of General Motors, Fedders Corp. and Sinclair Refining Co.

During World War II, Mr. McDaniel had a distinguished career with the U.S. Navy. He participated in four landings with the U.S. Marines, and also served on the staff of Rear Admiral Calvin Burgin, commander of escort carriers of the Seventh Fleet in the Pacific. He served for more than four years and was released as a lieutenant commander in 1945.

The family home is in Pelham Manor, N.Y., where Mr. and Mrs. McDaniel live with their two children—Ann 18 and Lee 16. He is a member of the Radio & Television Executives Society, the Broadcast Pioneers and the Press & Union League Club in San Francisco.

His youthful appearance can be a testimonial to his interest in athletics. He is an avid golfer and enthusiastic hunter, and works out regularly at the New York Athletic Club.

EDITORIALS

Enough for trouble

THE FCC will have to operate a skimpier detective bureau than it wanted. Congress has given it only $150,000, half of the amount the agency requested.

Still, $150,000 can buy a lot of trouble for broadcasters. Having made so strong a pitch for the money, the FCC will have to show next year that the money was well spent. The staff members of the new Complaints & Compliance Division will be aware that their jobs depend upon the record of the cases they turn up.

In such circumstances there is a danger of extremes. The temptation will be strong to make big cases out of little ones, to magnify wrongs as a means of magnifying their disclosures and corrections. It would take an act of exceptional courage for the FCC to admit a year from now that it had blown $150,000 in a useless search for serious irregularities in radio and television.

The formation of the Complaints & Compliance Division is symptomatic of a general attitude that now dominates the FCC. The attitude is founded on the vague assumption of something-ought-to-be-done although nobody is quite sure what it is that something ought to be done about. Is it television quiz rigging that the FCC is trying to correct, or payola or objectionable advertising? All these things have already been brought under control by existing laws and enforcement procedures.

Yet the FCC, or, rather, the present FCC leadership, persists in suggesting that irregularities are vicious and widespread. The trend is toward sterner rules and sterner enforcement, applied in haste as though an emergency existed. The sirens are screaming and the squad cars are rushing through the streets on the possibility they may somewhere run across an urchin stealing milk bottles.

The next few months will be difficult for broadcasters. Some stations will undoubtedly be visited by the Fearless Fosdicks of the FCC's new gumshoe branch. Others will be obliged to submit detailed replies to letters of inquiry like those that have already been sent to some 600 stations that are suspected of somehow violating the new, if still unclarified, standards for license renewal.

Broadcasters must meet their difficulties with confidence. They must not be terrified into acceding to unreasonable FCC demands. They must first set a course of action which they are willing to defend and then defend it vigorously if it is questioned.

The cops have been reinforced and are on the prowl, but there is no reason for respectable citizens to run for cover.

They're off

THE biggest and most critical audience in history will observe broadcast coverage of the political conventions and of the ensuing presidential campaign.

Biggest because of international and domestic tensions and because more people are interested in politics and the personalities involved. Most critical because radio and television have been singled out these past three years for cruel and unusual punishment at the hands of politicians goaded by broadcasting's competitors and by reform elements.

Coverage plans of the tv and radio networks—and of many independent stations—have been months in the making. They are the most comprehensive and expensive ever. The broadcast corps covering the conventions will be larger than the press corps. Four years ago the networks estimated their accrued losses for convention coverage alone at in excess of $5 million. The figure included pre-emption charges and production costs not made up by revenue obtained from sponsorship of tv-radio coverage, which in 1956 amounted to $14.5 million.

It is too early to predict the loss this year. All of the chips are bigger—more stations, more networks, more pre-emptions of prime time, and higher staff and facilities overheads. But costs will be greater because normal budgeting has been jettisoned in the all-out effort to surpass anything ever undertaken. And the income, proportionately, may be less because of difficulties encountered by all networks except CBS in pre-selling packaged coverage.

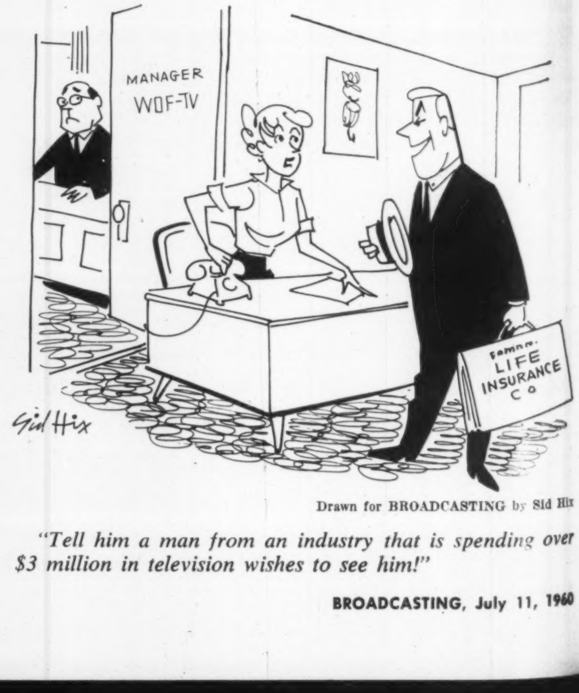
Convention coverage should be more efficient and should have greater audience appeal than four years ago. Gavel-to-gavel coverage is a relic of the past. Programming for this week's Democratic convention in Los Angeles and for the GOP convention in Chicago two weeks later has been tailored for the broadcast audiences, and with a particular eye for television. The candidates are interested in exposure to the millions that constitute the electorate and not the few thousand faces in the convention halls.

Blueprinting of the Democratic convention has been in the capable hands of J. Leonard Reinsch, executive director of the Cox Stations. A broadcaster of wide experience, he has geared the scheduling, to the extent that it can be charted, for maximum broadcast coverage without the disruptions of the past occasioned by gavel-to-gavel sessions.

GOP planning is following a similar pattern. Because Vice President Nixon appears to be a first-ballot, shoo-in, there isn't the same degree of excitement. Mr. Nixon has demonstrated an awareness of the importance of broadcast coverage and is adept before camera and microphone. His organization, including such personages as Herbert Klein, his news secretary, and Ted Rogers, front-rank Hollywood producer, is in a position to move over to GOP national committee assignments once the convention is concluded.

In this presidential year broadcasters take on their most critical assignment. They cannot expect kudos, except from the winners. A Senate "watchdog" committee will sniff and monitor and count minutes. The FCC is under mandate to report to Congress by next February on "fairness."

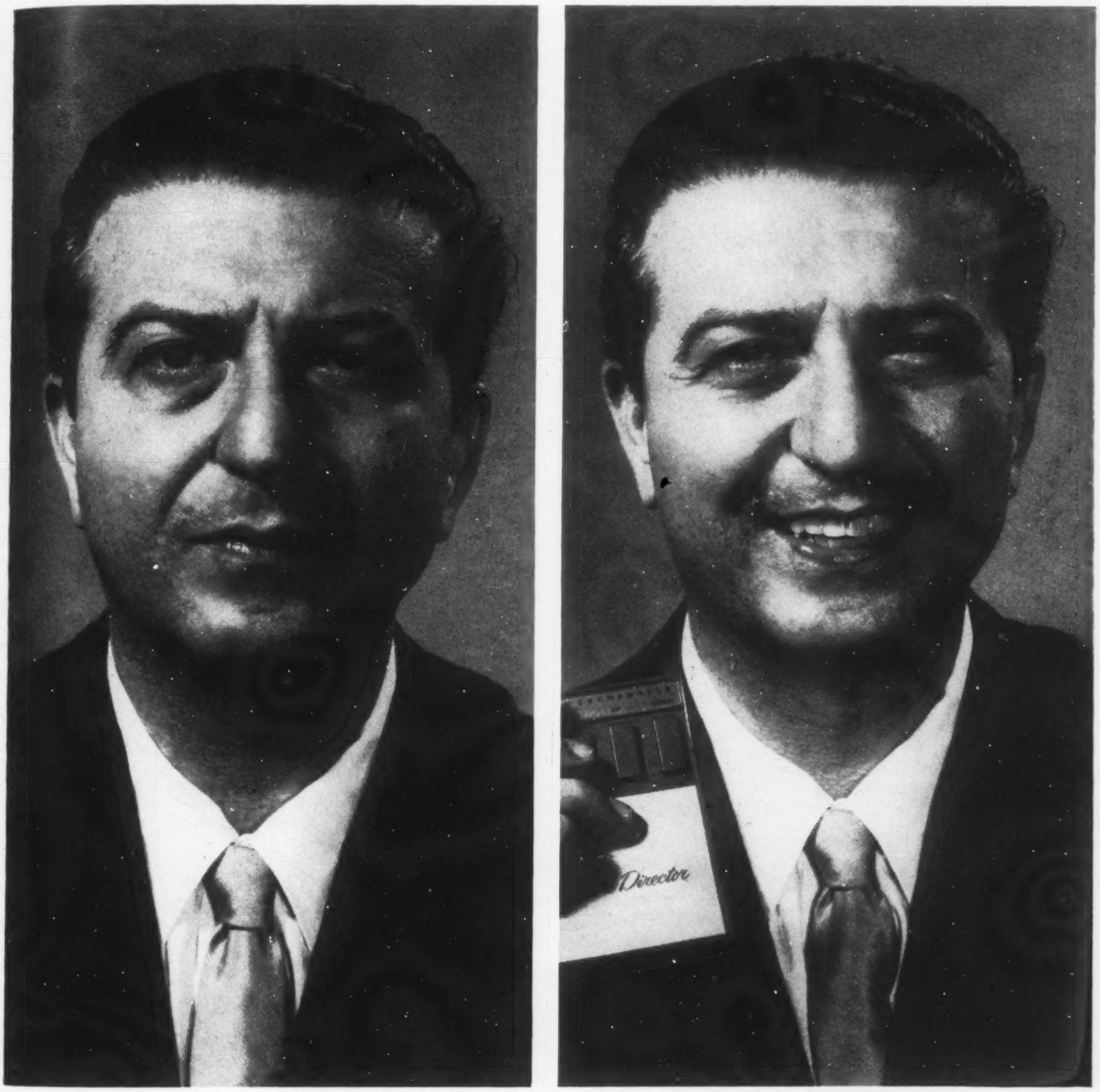
To a greater degree than ever before the 1960 conventions and elections are programmed for television and radio. Electronic journalism will emerge a winner too by doing an honest, objective and dispassionate job of coverage.



Drawn for BROADCASTING by Sid Hix

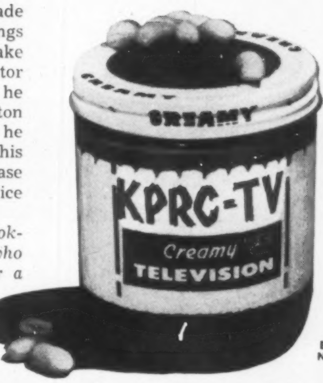
"Tell him a man from an industry that is spending over $3 million in television wishes to see him!"

A PAID TESTIMONIAL FROM VICTOR ALESSANDRO FOR KPRC-TV, HOUSTON



You perhaps know how we gently persuade famous people to say nice, sincere-sounding things about KPRC-TV. WE PAY THEM MONEY! Take Victor Alessandro. We approached the conductor of The San Antonio Symphony recently while he was in Houston to guest-conduct the Houston Symphony. He was rehearsing, and at first he mistook us for a music critic and picked up his largest baton. But, we handed him a violin-case full of money and asked him to say something nice about KPRC-TV.

"*Television?*" he shouted. "*Surely you're joking! Television is for children and grown-ups who know no better. Do you mistake me for a politician?*"



We begged, we pleaded, we implored. Then we filled a bass-fiddle case with money. Dr. Alessandro agreed to watch Channel 2. "*Viola!*" he cried aloud. "*Can this be television? It looks exactly like Mozart, or Beethoven. Why it would indeed be a shame to waste this splendid art on children or unappreciative grown-ups. May I watch a little longer?*"

As Dr. Alessandro discovered (and you can, too) — KPRC-TV is the one television produced on purpose to please. KPRC-TV in Houston alone gives you the true, exact flavor of GRADE A television.

No other television looks or sounds or stays pleasant and persuasive like KPRC-TV, because no other television is produced like KPRC-TV.

EDWARD PETRY & CO.
National Representatives

COURTESY OF
SKIPPY PEANUT BUTTER

if you like TV, you'll love KPRC-TV, Houston

APARTNESS!

KCOP is a station apart. In seven-station Los Angeles, an independent *must* be . . . and KCOP *is!* VARIETY calls us "the station with a gambling spirit and a programming conscience." TIME Magazine says, "Los Angeles televiewers have learned to expect the unexpected from KCOP." Both statements are true. We *do* gamble . . . but on viewers' good taste and maturity. We *do* program worthwhile TV and documentaries in prime evening time, not just once a month, but *every* night. And, if we can believe our viewers, our policy of showing really good and refreshingly different programs does provide unexpected TV treats—oases in the desert of shoot-em-ups and tired reruns. Most important, though, is the cold cash fact that *our* viewers appreciate the difference . . . and show it by buying and buying and BUYING! Why aren't *you* using KCOP, where the difference is exciting and *always profitable!* Represented nationally by Edward Petry & Co., Inc.

Bing Crosby • Chairman of the Board ◆ Kenyon Brown • President

KCOP TELEVISION channel **13**

Los Angeles

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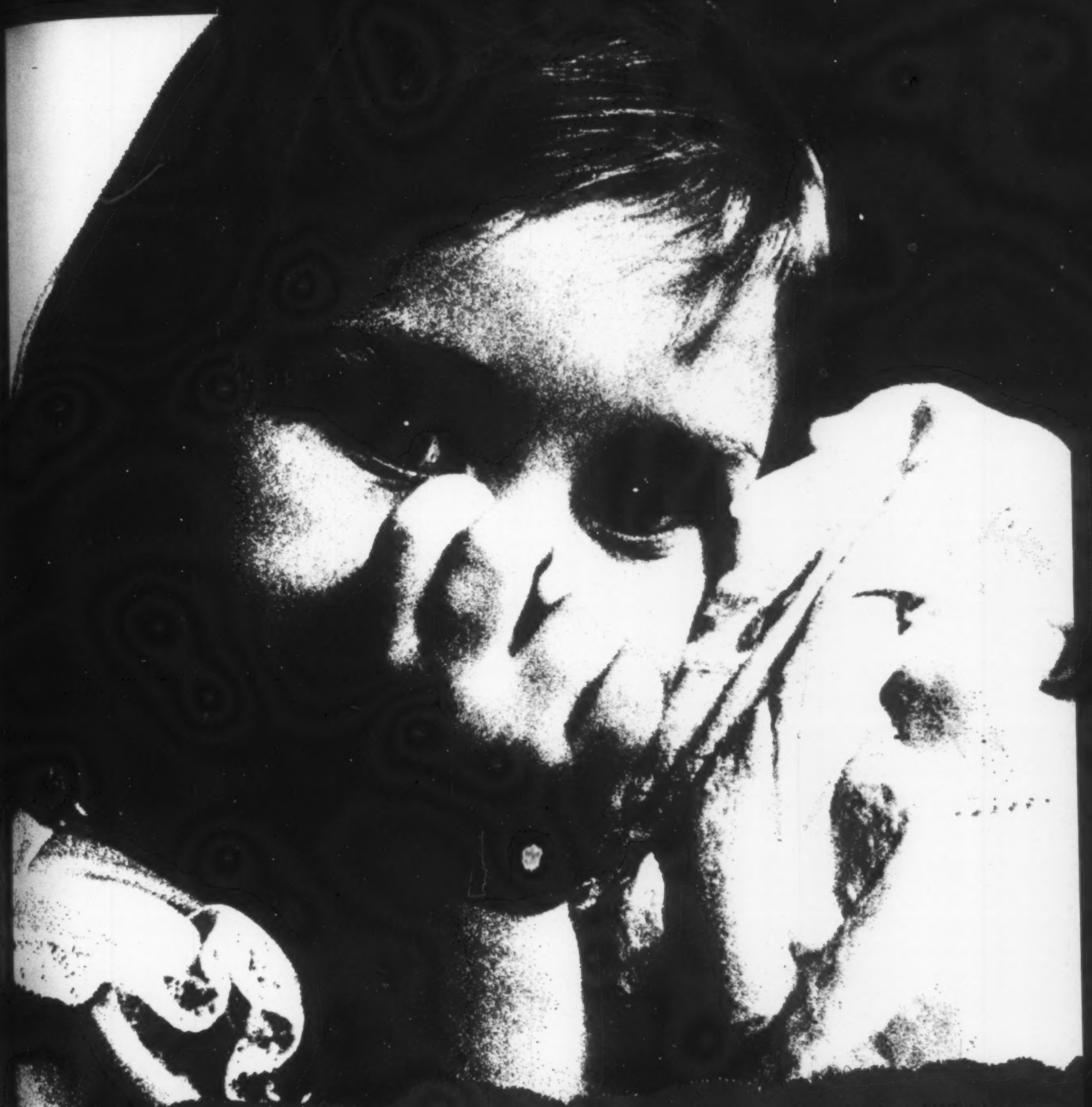

VITAL

The need for security is a VITAL drive of humanity, and it takes many forms. In a child it is the feel and touch of the familiar. In the mass public security is based in great measure on a balanced, healthy economy that showers down the blessings of freedom and raises the living standards of all.

The dynamic economy of the Houston area gives the audience that KTRK-TV serves the VITAL security of present plenty—and boundless opportunity in the future.

KTRK-TV Channel 13
THE CHRONICLE STATION

[illegible] HOUSTON 1, TEXAS • [illegible] BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL [illegible] P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE • COMMERCIAL MANAGER, BILL BENNETT